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ABSTRACT

The Look-Listen Poll, reported in this paper, is based on television program gradings from over 2,000 adults and nearly 2,000 high school students in 32 states. The "report card" used by the respondents to rate TV programs and the method used in the study are described first, and then information is provided about the respondents, their top and bottom choices for best programs, and the kinds of programs they would like best to see. Then, for each category of program--drama, variety, news, information, children's, and music--the responses are summarized. A detailed opinion sampler, presented next, quotes the respondents' own words to throw light on why they liked or disliked specific programs. In addition, sections on movies shown on TV and or advertising are provided. A further discussion and description of the respondents and a summary of responses to a questionnaire conclude the report. (SH)

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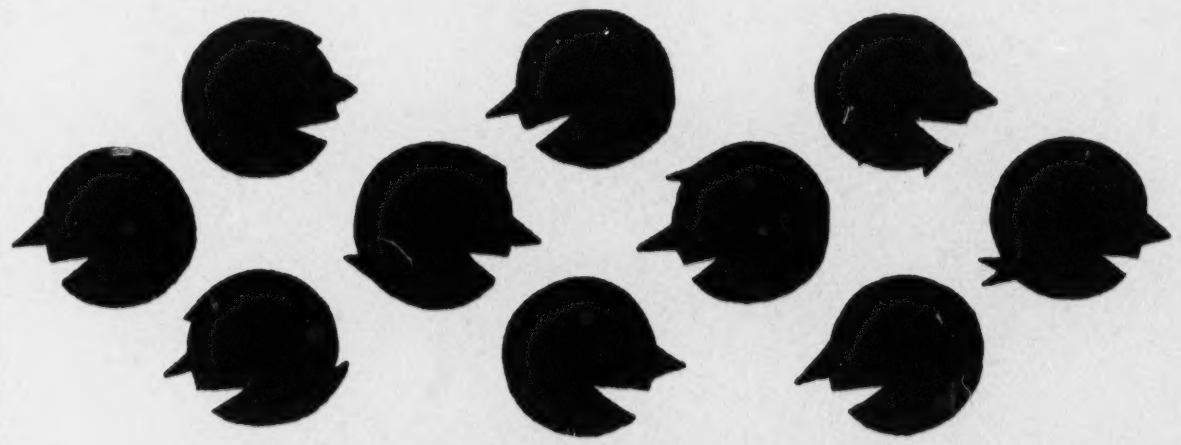
LOOK - LISTEN OPINION POLL



1971-72

REPORTED FROM:

ARIZONA	MICHIGAN	OHIO
CALIFORNIA	MINNESOTA	OKLAHOMA
CONNECTICUT	MISSISSIPPI	OREGON
FLORIDA	MISSOURI	PENNSYLVANIA
GEORGIA	MONTANA	SOUTH DAKOTA
ILLINOIS	NEBRASKA	TENNESSEE
IOWA	NEW HAMPSHIRE	TEXAS
KANSAS	NEW JERSEY	VIRGINIA
LOUISIANA	NEW YORK	WEST VIRGINIA
MARYLAND	NORTH CAROLINA	WISCONSIN
MASSACHUSETTS	NORTH DAKOTA	

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REPORT OF THE LOOK-LISTEN OPINION POLL
1971-1972

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LOOK - LISTEN OPINION POLL, 1971 - 1972

This is the nineteentn annual report of the Look - Listen Poll, conducted by the American Council for Better Broadcasts — a national non-profit, educational organization.

From mid-September to mid-November of 1971, over 4,242 people living in 32 states became monitors in the Look-Listen Poll, returning 25,872 gradings of television and radio programs. The adults numbered 2,253. Many of them were recruited by local groups throughout the country. Most of the young people were in high school classes which were interested in the poll. 1989 young people participated in it.

Each monitor was asked to give thoughtful attention to eight programs aired Saturdays and Sundays or late afternoons and evenings of other days. To avoid wide scattering among programs, monitors were asked to confine the monitoring to Children's Programs, Drama, Variety, Music, News, Information. 6 network and 2 local programs were suggested.

PURPOSE OF THE POLL:

The object of the poll is to find reasons for preferences of people across the country. So - anyone may take part in this poll and effort is made to let people know of it. Their preferences do not constitute a recommended list. They are grassroots judgments based on people's tastes and desires.

REPORT CARD USED: The form is kept simple.

Station____ Time of day____ Day of week ____ Date _____
Name of series or program _____
I wrote about this program to sponsor / /, broadcaster/ /
Do you consider it EXCELLENT? ___ GOOD? ___FAIR? ___ POOR? ___
WHY? (Give reasons):

Further comment on program? On advertising? Please use other side.
I've heard this program once A few times Often
Listener's name Street
Also called for - (Listener's occupation, city, State)

FINAL SCORES = reflect the amount of favorable or adverse opinion because the grade of EXCELLENT counts 2; GOOD 1; FAIR -1; POOR -2.

THE MONITORS live in 32 states: ARIZONA, CALIFORNIA, CONNECTICUT, FLORIDA, GEORGIA, ILLINOIS, IOWA, KANSAS, LOUISIANA, MARYLAND, MASSACHUSETTS, MICHIGAN, MINNESOTA, MISSISSIPPI, MISSOURI, MONTANA, NEBRASKA, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, NORTH CAROLINA, NORTH DAKOTA, OHIO, OKLAHOMA, OREGON, PENNSYLVANIA, SOUTH DAKOTA, TENNESSEE, TEXAS, VIRGINIA, WEST VIRGINIA, WISCONSIN.

OCCUPATIONS OF MONITORS are noted because because their differing interests make the poll more representative: accountant, advertising man, artist, audit clerk, banker, bank clerk, barber,beautician, bookkeeper, cabinet maker, carpenter, cashier, chemical engineer, Christian science practitioner, college instructor, commercial artist, contractor, cook, custodian, data process manager, dental hygienist, dental assistant, dietitian, electrician, elementary principal, engineer, export salesman, executive, farmer, farmer's wife, factory employee, foreman, general services supplier, insurance agent, lawyer, librarian, live stock dealer, lumberman, machinist, market manager, meat cutter, medical technician, mill owner, mill worker, minister, music teacher, nurse, nutritional aid, office clerk, organist, pediatrician, pilot, plumber, postal clerk, postmistress, press operator, printer, proofreader, ranch wife, real estate agent, receptionist, research analyst, salesman, sales representative, sanitary engineer, sceneographic engineer, secretary, seminarian, service manager, social worker, steel worker, student, supervisor, teacher, teller, tool designer, waiter.

HIGH SCORES:	Adult	Youth	Total
All in the Family	265	549	814
Marcus Welby, M.D.	462	336	798
Flip Wilson	217	346	563
Night Gallery	102	399	501
Medical Center	173	268	441
Hawaii-5-0	113	327	440
Mod Squad	127	265	392
Alias Smith and Jones	80	280	360
Longstreet	72	214	286
Disney	208	116	324
NBC Nightly News	166	116	282
Lawrence Welk	512	-231	281
CBS Evening News	193	87	280
Adam 12	54	210	264
Mannix	75	179	254
(Movies are not to be compared with the above. Their total score, 777.)			
Sesame Street (for children)	229	48	277

LOW SCORES: Dean Martin -482; Laugh-In -472; Hee-Haw -374; Green Acres -160. These programs are in the minus columns of adults and youth.

Difference of taste between adult and teenage monitors is seen most conspicuously in the gradings of the Lawrence Welk program; also in such series as "Alias Smith and Jones";"Longstreet," "Hawaii-5-0," and "Night Gallery." Similarity of taste is apparent in the scores for "Disney's Wonderful World," "Marcus Welby, M.D." and Flip Wilson.

WHAT THE MONITORS SHOWED THEY WANT: Programs of quality, material suitable for the family, and scheduled with the ages of the audience in mind -- ages of the younger members of the family as well as adults.

DRAMA

Script writers - In other years actors and acting received much critical attention in the Look-Listen Poll. This year the monitors were concerned about the writing and the writers, though quite aware of the quality of the acting. They judged a number of the scripts too poor for the actors -- for Mary Tyler Moore, Doris Day, Shirley MacLaine, Jimmy Stewart, and a number of others. Compliments went to the writers for "All in the Family," "Marcus Welby, M.D.," "Night Gallery," "Ironside," and others.

The Plot must be realistic. As used by these monitors, realistic means truthful, honest, believable. And there must be a plot.

Doris Day has"no plot" - relies, instead,"on beautiful clothing." "All in the Family" is "essentially truthful," "Adam 12" is unrealistic." "It is totally unrealistic to solve four robberies in half an hour."

"The same old plot" is a frequent comment, meaning the same routine -- deed, capture, escape, chase, etc. It is found to be "boring."

Improbability also bores. Of "Mission Impossible," one monitor says,"Impossible is the word for this exaggerated plot and unreal story."

Subject matter - Murder? Monitors abhorred the amount of violence seen in the plays. Of "Gunsmoke" one reported, "Whoever said violence was off television? this show, one of the most violent, is on in prime time for children." Of the same play a man living near Chicago says, "An ordinary western that got right down to business -- three dead and a clobbering - a posse - and the level-headed marshall - in a rather trite, corny, and tired story." A high school student says of it, "I dislike it because of the gun fights. They always draw blood, and the saloons look like only the slobs go there."

Substance there should be, according to these monitors, even in a comedy. "The appealing thing about 'All in the Family' is the amount of truth there is in it," says a schoolboy. Of another play, " Boring. No substance in the script," from an adult.

Time of day for different kinds of plays - The time of evening for different plays had much to do with the monitors' opinion of them. This one quotation makes the point - very politely: "'All in the Family' should be switched to a weeknight. (A lot of families have weekend plans) And the time should be changed to 9:30 since younger children are usually in bed by this time. Some of the material is too deep for pre-teens and they fail to understand the motive behind the program."

Some suggested that unusually good entertainment be scheduled on Friday night. Friday nights many children stay up later.

Annoyances: Laugh-track. Background music that comes out front. Commericals - many and frequent - that break up programs.

VARIETY

What is considered funny makes a difference in the scores. Of Flip Wilson - "Some comedy shows can make you very uncomfortable and bored, but this one seems to really make you laugh," from a teenager in Oconomowoc, Wis. Of Laugh-In - "The first year I liked it, but after that, the water in the face, trap doors, dancing, and sick puns make the show a last resort," from a high school student in Florida. Of Dick Cavett - "He keeps the conversation within the bounds of decency by exercising unusual control." Of Dean Martin - "There is much insinuation and suggestion." (both from adults)

NEWS

If one turns on a newscast - from a sense of duty (not from joy because he is going to hear news - doesn't everyone enjoy hearing news?) it may be because "they don't tell you any news because most of it you already know." That is what a high school student discovered, and a number of teenagers said practically the same thing. It is something to think about when the News is on! How much of it is news?

Bias - A few complained of bias, but fewer than usual.

One monitor caught this unlabelled editorial comment: "Congress is unable to deal effectively with ---." It is interesting ; for it is the kind of remark a newsman might make and be unaware that he had expressed an opinion, unless he is unusually careful.

Making much of a trivial incident or event - making it seem important - There is some complaint of this lack of proportion.

Subject matter - The editor of the newscast will claim he has the right to say what the country shall be fed. But several people in the Look-Listen Poll claim the right to know about many constructive goings-on. "We would like to be informed about the progress being made in many fine projects," writes the leader of a group which had discussed this matter. Many believe they are not being informed on many paths of progress.

Editorials on all three networks, segregating personal opinions from facts: Many monitors spoke happily of the editorials.

Local news - Some local news is very good showing initiative in interviewing officials, attending meetings of the school board, the city council, and public addresses, also broadcasting news about the state. Others depend of the police blotter, broadcast news of fires and accidents.

Very few complaints of bias were made, but there were a few, locally.

INFORMATION

The absence of CBS NEWS was deplored, also the removal of "Sixty Minutes" from prime time Tuesday evenings to Sunday afternoons, when it is likely to be preempted by some sport. The informational programs with the highest scores this year are: "Wild Kingdom," "Sixty Minutes," "National Geographic," "Today," "The Firing Line," "David Frost," "Jacques Cousteau."

CHILDREN'S PROGRAMS

A parent's comment on a program - "It was not harmful but it didn't do anything for the child either," shows the respect she has for the value of a child's time (and it is typical), a respect all broadcasters do not share. More parents than usual were enjoying good children's programs with their children.

MUSIC

Young People's Concert - one of the very few musical treats on television.
PBS - The UN Concert was especially enjoyed, with Pablo Casals.
The Metropolitan Opera Matinees, sponsored by Texaco, were remembered from a year.

OPINION SAMPLER

The Opinion Sampler, which begins on the next page, is the heart of this poll. It quotes the monitors' own words to throw light on WHY they liked or disliked specific programs. In it, HS = high school; Y = youth; A = adult.

OPINION SAMPLER

The Opinion Sampler is the monitors speaking for themselves.

So that the quotations from monitors may fairly represent them, they were asked to grade as Excellent, Good, Fair, or Poor the programs they judged, as well as to tell why they judged each program as they did. The quotations in the sampler correspond roughly to the degree of approval indicated by the grades, and are typical of the reasons monitors gave for their judgments.

In scoring, each Excellent counts 2; Good, 1; Fair, -1; Poor, -2.

NEWS

THE NETWORKS' EARLY EVENING NEWSCASTS

All three early evening newscasts by the networks are among the Top 20 scores in the poll. Last year none of them placed that high. The scores reflect in general higher respect for the programs and the fact that a greater proportion of monitors paid attention to them and reported on them.

GRADINGS and SCORES

ABC		EXC.	GOOD	FAIR	POOR	Scores +	-	Final Score	
	Adults	77	5	20	6	159	-32 =	127	189
	Youth	24	25	9	1	73	-11 =	62	
CBS	Adult	80	55	13	9	215	-22 =	193	280
	Youth	38	35	22	1	111	-24 =	87	
NBC	Adult	66	55	15	3	187	-21 =	166	282
	Youth	41	52	10	4	134	-18 =	116	

The Viewers' Criteria

The Poll lights up some standards and convictions of the viewers:

They believe that
Reports of significant events and discoveries should replace unnecessary length of violent scenes on television.

They insist on
Clearly marked separation of a broadcaster's opinions from the reporting of facts.

They like
Editorials, partly because they mark division between opinion and fact, also because they usually stimulate thinking.

They are irritated by
Portions of a report which waste their time; such as:
Repetitions of the same report several times;
Attempts to be funny, when being funny is not natural.

They appreciate
Interviews with persons 'in the know'; not with the uninformed.

ABC EVENING NEWS
with Howard K. Smith and Harry Reasoner

QUALITIES PRAISED:
"Both sides presented. Well balanced and factual." (Beloit, Wis.)
"Comprehensible material and diction." (Yankton, S.D.)
"Excellent photography, vocabulary, objectivity." (Menomonee Falls, Wis.)
"I like the preview summary." (ibid.)
"Enjoy the editorial." (Mt. Pleasant, Ill. and many, many more)
"Enjoy the humorous touches."

THE NEWSMEN: There was much praise for Howard K. Smith and Harry Reasoner -- for one or the other, evenly divided. The majority praised both.

EDITORIALS: "I do not always agree with Smith or Reasoner, but I rate them highly for separating their own views from the actual reporting of news events." (Milwaukee) "ABC news seems more thorough. I enjoy the editorial." (Newport News, Va.)

Adverse view: "We are told the pros and cons of a situation, and then are shown an interview elaborating on only one side." (Wallingford, Conn.) "The comment at the end does sometimes involve name-calling and 'glittering generalities.'" (HS Fort Walton Beach, Fla.)

Two high school students call for more background: "I would enjoy it more if, perhaps, more background is given." (HS Shalimar, Fla.) "If one has not seen the program the night before, he will not know the complete story." (HS Fort Walton Beach, Fla.)

WHAT THE PROGRAM DID NOT DO: (rated Fair or Poor) "No enlightening discussion of the administration's economic policy. Did not make this subject a news department special." (Kiel, Wis.) "Reasoner said crowds at the moratorium were 'relatively small' but showed no pictures to verify his statement. In the C-5a report Senator Proxmire criticized the air force; air force side not given." (Newport News, Va.) "I deeply resent prime network time given to a very minor ex-CIA employee to push his book. The story by ABC is unfair....No time was offered to the CIA for rebuttal." (Platte Center, Neb.)

ADVERTISING: "Way too many commercials." (HS Ft. Walton Beach, Fla.) "Too much repeat advertising." (Portland, Ore.)

ON BALANCE, monitors (almost 4 - 1) grade ABC News excellent or good.

CBS EVENING NEWS
with Walter Cronkite

FAVORABLE OPINIONS (a sampling): "Unbiased news. That is a news program's best asset." (Columbus, O.) "Concise and thorough evaluation." (Oklahoma City) "It tells what is happening all over the world." (Shreveport, La.) "Gives all sides, and that is as it should be." (Somerville, Mass.) "Given without emotionalism. Guests are allowed to express their own opinions." (Phoenix) "Concise. Some rather fearless reporting at times." (Fuquay-Verina, N.C.) "Interviews by people connected with the subject or experts in it." (HS Tucson) "They make reports simple and very interesting." (HS Beloit, Wis.) People of opposing viewpoints are interviewed." (Winona, Minn.) "Serious news but always with some humor." (HS Santa Maria, Cal.)

REPORTERS: "CBS has excellent men: Cronkite, Sevareid, Schorr." (Winona,Minn.) "Cronkite's meticulous reporting, as well as that of Roger Mudd, Marvin Kalb, plus Sevareid's laconic and discerning evaluation and an occasional 'On the Road' by Charles Karalt." (Fredericksburg, Va.)

CBS, cont. " Walter Cronkite doesn't try to be a comic or a humorist -- just a reporter doing his job." (Baton Rouge, La.) "Walter Cronkite is honest and dependable." I don't believe he would be dictated to, as to what he reports and does not report." (Whitewater, Wis.) "Diction excellent." (Weatherford, Okla.) "Eric Sevareid's comments are filled with deeper insights." (Mosinee, Wis.) "Especially like the touches of humor and Charles Karalt's points of interest." (Gainesville, Fla.) "I especially like the part with the man on the road." (Oconto, Wis.)

UNFAVORABLE: "Sometimes I think they tear down the President's speeches too much." (Yankton S.D.) "Too much attention is given to riots and not enough to achievements, but on the whole the report is well balanced."(Fairview, W.Va.) "I feel that all newscasts are presented to appeal to emotion rather than reason." (Stevens Point, Wis.) "CBS is always one-sided. It seeks one minor story and blows it up out of proportion. There is no end to My Lai." (Platte Center,Neb.) "I was offended by Cronkite's using (when talking of freedom of the press) such emotional terms as 'poison gas in the room,' "dark shadow of surveillance,' Chilling threat." " (ibid.) "He relishes telling about FBI agent Younqblood. According to the Chicago Daily News, Cronkite's report was untrue."(Chicago) " I dislike comments after the President's speeches." (Peshtigo, Wis.) "Since when are the CBS news stars -- Joan Baez, Dr. Spack, John Lindsay -- foreign policy experts?" (San Carlos, Cal.)(reported 10-26-71)

NBC NIGHTLY NEWS
with John Chancellor

FAVORABLE: "Balanced. During the news, no editorial comments." (Lombard, Ill.) "Covers much world news. It did speak of GOOD news." (Glenmore, La.) "Presented in an unemotional, logical manner. Camera work is excellent -- nice variation of long shots, close-ups, fade-outs, and dissolves. One interesting technique was the blurring of the picture, then focussing it gradually." (Baton Rouge) "John Chancellor's presentation is easy to follow-- never any doubt as to his meaning." (Humboldt, Tenn.) "Well organized. Simple explanations. True facts." (HS Baton Rouge) "I like John Chancellor. He covers more current topics with a little more detail." (Atlanta, Ga.) "Gave both sides. Variety of subjects. Different newscasters." (Shreveport, La.) "Much more honest than in the past. Editorializing has been cut down. When an opinion is given it is labelled as such." (Racine, Wis.) "Given quickly, without the personal opinion of the newscaster." (Point Arena, Cal.) "Reporters are articulate and personable. Concise. I enjoy their personal interest stories." (Rhinelander, Wis.) "It sometimes elaborates on a rumor, but I find this interesting and exciting." (LeCompte, La.)

UNFAVORABLE: "Such statements as 'The peace movement may have died today,' '(Congress is) unable to deal effectively...' were made in tonight's program. These examples illustrate our criticism of the Monday through Saturday NBC news. Editorializing is commonplace. If a conclusion is drawn, the reporter should declare it as his own." (Bismarck, N.D.) "I have always considered this an excellent newscast. However, recently in handling news about this city facts have been distorted, causing me to wonder about the validity of news treatment in matters with which I am not familiar." (New Orleans) "Three times in this program, newsmen said, in effect, 'It is time the government recognizes... " Also an item about army officers who opposed atrocities in Vietnam was aimed at putting the military in the worst possible light. But, all in all, news on this program is fairly handled." (Dayton, O,)

NETWORK NEWS ON RADIO

Very few cards on radio news. CBS morning news, of enviable reputation, is labelled "factual. Not propaganda." "All Things Considered" on the public network, "Newsmakers are allowed to speak for themselves -- several labor leaders, Huey Newton, Bobby Seale." (Madison)

LOCAL NEWS PROGRAMS

The Poll asked for reports on local programs. It received over 200 reports on local newscasts from adults, and about the same number from teenagers.

Some local newscasts are apparently very good; as, from KQED, San Francisco, "The news is superior in many respects to the network reporting. Reporters have personally spent time analyzing the news story." (Oakland, Cal.) And from KNTV, San Jose, "It included community social issues, with some constructive ideas for improving them." (Salinas, Cal.)

State and community news is stressed in the better stations, as in Bismarck, N.D. and in Oklahoma City, where KOCO concentrates on state events."

Complaints - substance of newscast: "Much local news is taken from police blotters, I'm sure, i.e. Joe dokes, 37 years of age was killed in an accident -- probably the only newsworthy Joe dokes ever gets credit for." (Western Spgs. Ill.) From WLWD, 7 p.m. "In less than a half-hour program, more than ten minutes was spent on football, then additional sports, and eleven commercials." She watches most evenings, 7 - 11:15 - "The only local program is the local news." (Dayton,O.)

Bias -- for "for violence, crime, and making one doubt law and government." (Fairview Ls.) "Before an important state election the impression this station gave is that there are only two candidates for lieutenant governor." (Newport News, Va.) "The reporter's inflections and facial expressions show his feelings about the news." (Troy, Mich.) (Rockville, Md, the same)

Chitchat and banter - "Broadcasting should be dignified with no wasting time in chitchat." (Madison) "John struggles to show some humor. It's not natural to him.... It seems they are all putting forth such an effort - futilely." (Colgate, Wis.) "The weather report makes an attempt at comedy, when all the viewer wants to know is whether he'll need his umbrella." (Dayton, O.)

On the other hand. "I enjoy the kidding among the men." (Sullivan, Ill.) "The humor is most pleasant." (Winona,Minn.) "They're good natured." (Silverton,Or.)

Personalities, a most important asset. Most of the newsmen are liked.

Weather - More enthusiasm shown for a good weather man than for anyone else.

Some GOOD news is given -- from WMAQ, Chicago, at noon, for instance.

YOUNG PEOPLE AND LOCAL NEWS
When News Really Isn't News

Ratings and opinions of teenagers give direct leads:

POOR- "They don't tell you any news because most of it you already know."
FAIR- "You get sick of hearing the news every minute."
FAIR- "Before this news, there's another, an hour's worth altogether. Each says the same thing. Why don't you have one program or the other?" (Ennis,Mont.)
POOR- "I don't like news because they always say the same things over and over." (Columbus, O.)
POOR- "It's a repetition of things every day." (Oklahoma City)
POOR- "I like to know what's going on around, but the news is boring." (ibid,)

Two classes, who are younger (12-13 years) struck at the substance of newscasts:

POOR- "Because it makes me scared. It makes me sick when I hear about accidents." (Columbus, O.) FAIR- "It's boring because all you hear, because all you hear is bad news, like murder, fires, riots, all sorts of troubles."(ibid.)

Some young students have learned ways of judging news programs:

FAIR- "Authenitcity of reports not given." (Oconomowoc, Wis.)
GOOD- "Used personal interviews and pictures to back up news report." (Tucson, Ariz.)
POOR- "Comments are biased, trying to sway viewers." (Oconomowoc)
"Commercials are bothersome." (said by many)
POOR- "He's trying to be funny, when you're just trying to listen to the news." (Milwaukee)

INFORMATION

Informational programs receiving the highest scores in the Poll are:

WILD KINGDOM, SIXTY MINUTES, NATIONAL GEOGRAPHIC, TODAY,
THE FIRING LINE, DAVID FROST, JACQUES COUSTEAU.

The popularity of these programs comes in spite of obstacles. "Sixty Minutes" has been expelled from prime time and placed late on Sunday afternoons. So far as this poll is concerned, the "National Geographic" series and Jacques Cousteau had only one program during the poll. "Today," as a morning program, was, strictly speaking, not included in the poll. David Frost is seen on comparatively few stations.

WILD KINGDOM - EXC.- "Authentic and reliable. "The action never dragged. The narrators were effective." (Dayton,O.) "Not merely isolated pictures of animals, but also has a theme." (Crosby, N.D.) "It emphasizes the interdependence of all living things." (Shreveport, La.) "A realistic adventure series which emphasizes the right of animals to be free." (Wallingford, Conn.) "Outside of pictures in books, most of us will never have a chance to see these animals." (ibid.) "It makes one appreciate animals and not destroy them." (Marksville, La.) "The family can simultaneously enjoy it." (Winona, Minn.) "Scientifically correct." (ibid.) "A great show on ecology." (Portsmouth, Va.) "It gives me a feeling of kinship with all life. It enriches me." (Skokie,Ill.) "My children range from three years to fourteen. All four sit spellbound." (Temple Terr., Fla.) "Must viewing for our family." (Racine, Wis.) (Oconto)

SIXTY MINUTES:- EXC. - "It presents problems and situations that one would never know about if it were not for this program." (Newport News, Va.) "It goes into problems that are little known, yet are important." (HS Ennis, Mont.) "The subjects were refreshingly free from sensationalism." (Glen Ellyn, Ill.) "Not biased. Objective interviewers on Supreme Court nominations, enlightening." (Lincoln, Neb.) "Leaves me feeling I've learned something of value." (Binford, N.D.) "The ideas set forth were proven by the pictures." (Dayton,O.) "Usually educational, but it was wrong to show how locks can be picked. Wish the time was not Sunday, so early, so that more people could see it." (Kell, Wis.) "Thought-provoking." (Hampton, Va.) "Unusual topics." (Winona, Minn.) "Glad to see this program locally again." (Randolph, Ks. "Provides viewer opportunity to praise or criticize the program." (Green Bay, Wis.) FAIR - "This could be a real in-depth hour - so far not so. What happened to documentaries that could and did give two sides to the day's problems?" (Fuquay-Verina, N.C.)

NATIONAL GEOGRAPHIC -- MONKEYS, APES, AND MAN - EXC. - "Excellent camera usage. Informing and easy to listen to. Condusive to further thinking. Good editorial comment subtly given, such as, 'A peaceful society transformed by sudden riches." (HS Baton Rouge) "Exceptional photography, exceptional narration." (Glen Ellyn, Ill.) "Beautiful photography. Inclusion of old film clips effective. Suitable to an audience of different ages and backgrounds." (Baton Rouge) "A family learning experience." (Wheaton, Ill.) Offered enjoyment for our children. My husband and I listened attentively." (Plover, Wis.) GOOD - "I wanted to hear more about the Rhesus monkey. One must compliment the cameramen on their capturing of monkeys and apes on the move in their natural habitat. For the most part they used common techniques, but once they focused on an object in the foreground and then slowly switched the background into focus." (Baton Rouge)

TODAY - EXC. - GOOD - "It is geared to tell the truth by giving many views on a subject." (Springfield, S.D.) Stimulating programs, such as on Oct.26, on the U.N. vote." (ibid) "A very informative report on admission of Red China to the U.N. Pauline Frederick explained what was happening in the viewer's terms." (HS Baton Rouge) "I have learned a good bit from this program." (ibid.) "Gave broad and specific information on admission of the People's Republic of China to the U.N. Gave insight into how people outside the U.S. viewed the event." (Weatherford, Okla.) "This week (Oct. 8) originating in Japan was excellent. The shows taken in other countries, such as Rumania, are truly educational and delightful." (Leonardville, Ks.) "To me satellite broadcasting is wonderful. Such a world! The 2,500-year celebration in Iran was great. Didn't like the cast doing commercials by tape when team was in Far East." (Milwaukee) "One program I try to find time for. I could do without commericals by the principals." (Dayton,O.) "The experienced newscaster on this program is one of the most accurate and objective -- very meticulous in his pronunciation, place-names included." (Madison, Wis.)

THE FIRING LINE - EXC. or GOOD - "Is a pleasure to hear his incisive questioning." (Rockville, Md.) "It is refreshing to hear the 2/3 rds of the English language that is seldom used. I refer not only to Buckley but to his guests and student participants." (Milwaukee) "I respect him greatly as a standard-bearer for the use of the mind in solving problems." (Morristown, Tenn.) "A fascinating person." (Springfield, S.D.) "He is very supercilious and I seldom agree with his philosophy, but I think he is good for me." (Milwaukee) FAIR- "Pompous attitude, ponderous questions. No feeling of conclusion follows the arguments." (Hartley,Ia.) 'Timely subjects. As host he sometimes beats hown a guest (or tries to) saying "Be careful of your exaggeration" instead of proving it was exaggeration. Probably couldn't prove it. Poor debating."

DAVID FROST - EXC. or GOOD - "Original, witty." (Quincy, Mass.) "A genius at questioning guests. While getting frank answers, he controls conversation so that the offensive is not allowed." (Wilsonville, Ore.) "Stimulating thoughts. Makes ironing tolerable." (Winfield, Ill.) "I like it least with many guests, singers, groups. Turn it off if there are pop singers." (Portland Ore.) "I object to raucous singing, bands that bang." (Beloit, Wis.) "The range of guests is fantastic: Richard Burton, Truman Capote, Herbert Humphrey, John Lindsay." (HS Oconomowoc, Wis.) "Has guests who are in the news, usually two with different views." (HS Tucson) "I enjoy his spending 90 minutes with some one." (Lombard, Ill.) FAIR- Lacks guests with a sense of social obligation." (Fredericksburg," Va.) "His questions are too personal." (ibid.)

JACQUES COUSTEAU--- EXC.- "The photography is breathtaking. It showed the failure to conserve our wild life." (Stratford, Conn.) "Cousteau has a love and appreciation of nature that comes across well." (Calamus, Ia.) "Alerted the public to the problem of another vanishing animal." (Rhinelander, Wis.) "It is fascinating -- the thrill of a part of the universe that most of us forget about." (Byron) "Public again made aware of danger to our living creatures." (Hightstown, N.J.) "The sea otter was beautiful." (Oconto, Wis.)

CBS REPORTS -"Picasso is 90" - "The influence of Picasso's Spanish upbringing, early Parisian life, numerous women, and the Spanish Civil War on his work was well documented by his own work." (Troy, Mich.) "CHICANO" - "The report on the Chicano movement in East Los Angeles was good because it showed both sides." (HS Guadalupe, Cal.)

THE STRUGGLE FOR CHINA - ..."More information about other countries. This gave me great help toward understanding."(Baraboo, Wis.) A LOOK AT CHINA -"One of the best programs on China, to date." (San Francisco)

CHRONOLOG:- EXC.- "One of the most informing and interesting programs. The section from Lourdes was amazing. It was presented without editorialization. The section on the blood market was enlightening and frightening,... frightening enough to reveal need for reform." (Baton Rouge) "It didn't go around facts. It went into them." (HS ibid.) "Gave unusual, up-to-date, factual information." (Chevy Chase, Md.) "Liked variety of subjects." (Hartley, Ia.) GOOD - "Could occupy itself with topics of more immediate importance." (Shreveport, La.) "Gives in-depth views of timely subjects." (Sarasota, Fla.)

THE ADVOCATES - EXC. - "The only debating show of issues on the air. Lots of fun." (Glen Ellyn, Ill.) "Gives both sides and leaves the viewer to make his own choice." (Wallingford, Ct.) "Both sides of controversy presented pleasantly, but no punches pulled." (Milwaukee) FAIR - I question the authenticity of some of the remarks. Could have had panelists who could give a more accurate view." (Glen Ellyn, Ill.)

THE NETWORK INTERVIEW PROGRAMS: Face the Nation: "Firsthand information -- actually a cross-examination of elected and appointed officials, enlightening the public." (Superior, Wis.) "Interviewers ask pertinent questions." (Ibid.) "Helps me to keep informed." (Hibbing, Minn.)
Issues and Answers: "Different people are on it every week. I, as a high school student, find it interesting." (HS Superior)
Meet the Press: "It helps us understand problems and have sympathy for those who must solve them." (Oconto, Wis.) "Keeps you informed on top current events. Mr. Spivak is an excellent moderator." (Kiel, Wis.)

PUBLIC TELEVISION'S NEWS PROGRAMS: "World Press" : EXC. - "It is different from other news on the air in that its panel of linguists keep track of newspapers published in different parts of the world, report on what is printed about events of worldwide consequence, and answer one another's questions." (Madison) "Press reports were given from Italy, England, Japan, Germany, and Russia." (Anthony, Ks.) "They quote from the most influential papers in the world."(Ibid."
"Washington Week" - "I feel I can believe what they say. The atmosphere is relaxed and natural."(Skokie, Ill.) FAIR: "Participants interrupt one another. sentences, to say nothing of thoughts, in eagerness of some to talk." (Madison)

BOOK BEAT (PBS) EXC. - "Bob Cromie, interviewing authors, asks just the right questions to bring out interesting points in the book." (Baraboo, Wis.) "A warm, intelligent discussion of ideas by worthwhile people." (Skokie, Ill.)

The President's Speech on Phase II of the Economic PROGRAM: and Comment: "I suggest that, following the President's speech the screen should go dark and give everybody a chance to say, 'What a great speech!' or 'What a terrible speech.'" (N.N,Va.) "Come to think of it TV should go blank frequently."

On Nature: "UNTAMED WORLD" - EXC. "Describes animals in their native habitat and their vital role in the animal kingdom." (Manchester, Ct.) OF LAND AND SEAS: (synd) "About nature or travel." "Scenic, informative." "Background music is just that." SAFARI: (travel pictures) "I try to see it whenever it's on."(Portland, Ore.)

RELIGIOUS PROGRAMS: Very few reports of local religious programs were sent in, and they were scattered. Of those heard more or less nationally, these are reported as helpful: "Lamp unto My Feet," "The Lutheran Hour," "The Christophers," 'Church of the Air," Billy Graham, "Insight," Oral Roberts, Rex Hambard.

NEWS INTERVIEWS: The Phil Donahue Show is syndicated, seen in many places, discusses news, books, problems with expert guests answering questions. Several local shows follow this pattern: "Talk-In" in Minneapolis, "The Issue," Columbus, O. It is encouraging that many local shows develop discussion, as is the interest of young people in question contests: "High Quiz Bowl," "In the Know." and others. The pleasure of daytime audiences in programs of substance must be gratifying.

MUSIC

YOUNG PEOPLE'S CONCERT: - EXC. - "A pleasure to see this great orchestra led by Yehudi Menuhin, himself an accomplished concert violinist when he was very young." (Madison, Wis.)

UN CONCERT - PBS SPECIAL OF THE WEEK - EXC. - "Pablo Casals conducting the United Nations orchestra and special guests. Fine music, in honor of Casals' ninetieth birthday -- a rare and exciting evening." (Kenosha, Wis.) "There are not many programs of classical music to be found on television; so this was a real treat." (Springfield, S.D.) "The Hymn to the U. N., done so beautifully by the United Nations Singers, and dear Mr. Casals' solo (impromptu) so beautifully done -- a wonderful evening." (Baraboo, Wis.) "The awarding of peace medals to the conductor and the poet (in absentia) was a fitting tribute to them and to music as the language of peace among nations." (Winona, Minn.)

ROBERTA PETERS - PBS SPECIAL OF THE WEEK - EXC. - "A beautiful voice and a good running commentary." (Milwaukee) "A delightful and varied program of arias from operas and folk songs. At intervals between her numbers a film was shown ofRoberta Peters at her home displaying her treasures and relating her experiences." (Madison)

On radio - MORMON TABERNACLE CHOIR - EXC. - "Beautiful religious music, with an incomparable choir and excellent organ -- music and commentary entirely non-denomational." (Winona, Minn.)

THE BOSTON POPS (on PBS through September) - EXC. - "Variety in music to please the whole family." (Milwaukee) "Music to reach all age levels." (Brunswick, Ga.) "My family and I have always enjoyed the light classics. But I turn off the sound when possible --, when rock groups are on." (Albany, N.Y.)

MUSIC MAGIC OF BURT BACHARACH - EXC. "An unusual presentation of all these beautiful songs written by BB."(Wauwatosa, Wis.) "Fine performers; program well produced, a memorable hour." (Mequon, Wis.) POOR -"Too casual." (ibid.)

ANNUAL COUNTRY MUSIC AWARDS - GOOD - "Excellent music and great commentary. As usual, Kraft commercials were quite good and not too lengthy." (Simmesport, La.) "Fast-paced. Camera well handled." (Baton Rouge) FAIR- "Ford seemed tired. Stilted reading of cues. (ibid.) "Though not my preference in music, it was most appealing." (Atlanta Ga.) POOR: "They seemed self-centered." (Tullahoma,Tn.)

AMERICAN BANDSTAND - GOOD - "Dick Clark adds so much to the show by being like he is." (Shreveport, La.) "Plays all ten top tunes. Introduces popular musicians." (ibid) "Helps teen-agers keep up with latest dances and music." (HS Slidell, La.)

ROLLIN' ON THE RIVER - GOOD -FAIR - "Songs of 'yesteryear' and current popular tunes." (Bunkie, La.) "Good music. Sometimes humor is strained." (Forest Hill, La.)

On PBS = "Philadelphia Folk Festival"EXC. "One of the most satisfying music festival documentaries I've seen." (Madison) "Full Circle" - EXC.- "Cat Stevens and Leon Russell were excellent. PBS has more of these pop rock artists than other stations." (Hammond, La.) "A lot of people watch these programs." (HS Oconomowoc, Wis.)

METROPOLITAN OPERA MATINEES -EXC. "A word on last year's whole grand opera broadcasts, and a note of thanks to Texaco, which makes it all possible, without advertising."

SEVERAL GOOD MUSIC stations had votes of gratitude for "many pleasant hours."

DRAMA

ADAM 12 -	EXC.	GOOD	FAIR	POOR	SCORES: +	-	TOTAL
Adult	~~25~~	23	9	5	73	19 = 54	
Youth	106	53	25	15	265	55 =210	264

A) EXC.- "Good dialogue and acting. Some episodes are excellent as instructional aids to social work." (Platte Center, Neb.) "Believable dialogue. Shows how it matters if parents care about their children, as to whether they repeat their trouble." (Menomonee Falls, Wis.) GOOD - "Very clear diction. Good follow-through on cases." (Dayton, O.) POOR - "It's totally unrealistic to solve four robberies in half an hour. They always get their man immediately." (Ft. Atkinson, Wis.)

Y) EXC. - "Has depth and doesn't slant the picture against anyone." (Oconomowoc,Wis.) "Realistic. In technical details, such as reading 'the rights' to all suspects,' it excels." (Santa Maria, Cal.) "The conversations seemed natural." (Tucson,Ariz.) FAIR- "Acting and dialogue are wooden. Had no emotional impact." (Baton Rouge)

ARNIE - Grades: EXC. 13; GOOD 30; FAIR 31; POOR 31. Final score, -37.
GOOD - "Arhei isn't fake. People can put themselves in his place." (HS Tucson) FAIR - "Poor subject. Over-acting." (Fox Lake, Wis.) POOR- "Unrealistic. The family is plastic - no problems. The boss is a dingbat -knows nothing." (Tucson H.S.) "Main character, basically admirable, looks goofy, reminds me of a comic strip."

ALIAS SMITH AND JONES-	EXC.	GOOD	FAIR	POOR	SCORES: +	-	TOTAL
Adult	44	25	11	11	113	33 = 80	
Youth	130	39	9	5	299	19 = 280	360

A) EXC.- "A very special type of humor." (Buena Park, Cal.) "Enough rough and tough shoot-'em-up for the western watcher. Also plot and humor." (Oshkosh, Wis.) GOOD- "It doesn't exactly typify the Old West, but that's what makes it enjoyable."(Byron, Neb.) POOR- "Why stress violence when it does so much damage in our land."(Milan,Mn.)

Y) EXC.- "Good humor, good endings, a lot of action." (Lincoln, Ill.) "The characters are believable. Appeals to my sense of humor." (Santa Maria, Cal.) "They are always helping people and being chased." (Grand Isle, La.) GOOD- "I like it because it isn't realistic. It's got,not regular comedy - dumb comedy." (Tucson)

ALL IN THE FAMILY -	EXC.	GOOD	FAIR	POOR	SCORES: +	-	TOTAL
Adult	114	99	20	21	327	62 = 265	814
Youth	295	76	35	41	666	117 = 549	

A EXC.- "Totally realistic. Could easily be neighbors. Acting tremendous. Vocalizes different prejudices people all over have - without being distasteful." (Green Bay, Wis.) "The listener can see how he can be prejudiced and a bigot without being aware of it." (Reading, Pa.) "Actors, directing, writing - all of the best." (Wallingford, Ct.) "Essentially truthful. Treats touchy subjects with humor." (Hortonville, Wis.) "Refreshing. Characters are deliciously overdrawn - reminds me of early Little Abner comic strip." (La Mirada, Cal.) "This program on hypocritical patriotism is relevant." (Plover Wis.) "This series contributes greatly to destruction of stereotyped thinking which is responsible for the hatred and fear dividing people along racial, ethnic, religious, social, cultural lines." (Morristown,Tenn.) GOOD- "Would be as funny without name-calling." (White Lake, Wis.) "I'm not sure whether it will erode bigotry or will introduce new prejudices to young minds under the guise of humor. "The writers have fallen victim to the 'TV Father Syndrone' of demeaning the American male." (Madison) "Both middle-aged and young find it amusing." (Oakland, Cal.) POOR- "Spews disrespect for all races. Not funny or honest. Excellent cast and writers waste their talents."(Platte Cen.)

All in the Family - cont. --

EXC. - "My only objections are the time slot and the NEW Saturday night schedule. in my opinion it should be switched to a week night (a lot of families have week-end plans) and the time should be changed to 9:30, since younger children are usually in bed by this time. Some of the material is too deep for pre-teens and they fail to understand the motive behind the program." (Hampton, Va.) This is said by Many.

Y) EXC.- "The appealing thing about it is the amount of truth there is in it." (Beloit, Wis.) "It opens your eyes to prejudices." (Santa Maria, Cal.) "It gets down to most all the real prejudices of our society." (Ennis, Mont.) "While we laugh at prejudices on this show, we can see how stupid our prejudices are." (Altadena, Cal.) "Not a funnier program. Archie is fantastic. My Mom thinks that at times it gets a little off-beat for general family viewing." (Oconomowoc,Wis,) GOOD- "This show should be moved to a later time. It's not fit for younger people to watch." (Santa Maria) FAIR- "It widened the gap between Americans and other nationalities within the U.S." (Shalimar, Fla.) POOR- "(The audience) laughs because they're being paid to do it. It's not a bit interesting." (Solon Springs, Wis.)

BOLD ONES	EXC.	GOOD	FAIR	POOR	Scores +	-		TOTAL
Adult	31	15	4	5	77	14 =	63	154
Youth	43	24	5	7	110	19 =	91	

EXC. - "All the actors are professionals, appear sincere, confident, believable." (Hightstown, N.J.) "My favorite program. Regret exceedingly the "Senators" were taken off. They are all good adult education." (Wyola, Mont.) "Concerned, the way so-called 'Research' companies delve into our personal lives without our knowledge and without checking the facts." (Madison) "Excellent story. This type of employment investigation does exist." (Morristown, Tenn.) "Very educational concerning law and courthouse procedure." (Baton Rouge) GOOD - "I like programs about reality and social problems. Disappointed at cancelling of The Senators." (Glen Ellyn,Ill.) FAIR - "Unrealistic." (Newpoet News, Va.) POOR- "All topics involved were discussed only slightly, nothing in detail. So I'm puzzled as to what the show was about." (Grafton, Va.) Youth - "Liked the way they showed love between different races and nationalities." (Lincoln, Ill.) "Excellent acting. I was totally involved and was left with helpful after-thoughts," (Ft. Walton Beach) POOR- "Too violent. Too emotional." (ibid.) EXC._"Please put "THE SENATORS" back."(Forest Hill)

BONANZA	EXC.	GOOD	FAIR	POOR	Scores: +	-		TOTAL
Adult	62	55	22	16	179	54 =	125	179
Youth	68	47	13	8	183	29 =	154	

EXC.- "Good family show. Good plots." (Utica, S.D.) "Good mirror of human nature." (Winona, Minn.) " 'Old fashioned relationships,'with all their problems, joys, and happiness." (New Orleans) GOOD- "The Cartwrights are over-played as do-gooders." (Greensburg, Ks.) "Did bring in violence. Why bring in the brutality of a man's trying to smother Joe? What do our children gain from the gun battles of western shows?"(Bismarck, N.D.) "I'm entertained. The plots are never deep." (Baton Rouge) FAIR - "The contrived situation distracted from the fun of the show. Characters were overdrawn." (St. Simons, Ga.) POOR- "Too much violence. Our children are not helped by it, or older people, either."

Youth- EXC.- "Seldom fails to be humorous." LeCompte,La.) "Showed how immature people can be - and that evil does not win." (Baton Rouge) GOOD- "When they have a hero, they seem to get hung on that hero for several shows in a row."(Woodworth,La.) FAIR - "Seems like it's always the same problems." (Lincoln,Ill. "Filming and scenery are good. Not much change in story each week." (Cooney, Wis.) "Unreal -- imagine two 35-to-40-year-old men still living with their father and asking his permission to do anything. He treats them like children." (Baton Rouge)

THE BRADY BUNCH -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	37	24	19	3	98	- 25 =	73	100
Youth	34	29	18	26	97	- 70 =	27	

A) EXC. - "These programs with children in the cast, and about children, are very good for children's viewing. Almost lifelike 'real life'- family situations and predicaments." (Hortonville, Wis.) "Beautiful relationship between parents and children and among children. It usually leaves children in the audience something to think about." (Newport News, Va.) "Good family life program, real situations. Promoted individual responsibility and cooperation." (Anthony, Ks.) GOOD - "Good for young children. Uncomplicated plots. No violence. Pleasant characters. Strong family ties." (Yankton, S.D.) "Maybe the parents handle problems too perfectly, but maybe some who don't know how will get a few good ideas."(Wilmington, Ill.) "Kids love it because of all the children in it. A bit too sweet." (Glen Ellyn, Ill.) FAIR - "My children like it but it is a little irksome to find a too, too perfect family." (Stratford, Ct.) POOR - "A rose-colored world for many who will not come close to experiencing it." (Kenosha, Wis.)

Y) EXC.- "Could be more true to life. Scenery, actors, music - good." (W.Salem,Wi.) "Shows the fun and problems of a large family of young children." (Superior,Wis.) FAIR - "Makes family life sound easy and doesn't give both sides of the story." "Has potential and is humorous. It is unrealistic, however. Encounters are always overcome with the help of overly patient and understanding parents." (Pasadena,Cal.)

NOTE: Of the report cards sent in, 2/3 said its appeal was for family viewing and especially for children's viewing.

BEWITCHED (Another program for the family, especially the children; has 101 EXC.-GOOD: 52 FAIR-POOR.

EXC.- "This is a darling - very, very lighthearted and full of laughs." (Temple Terrace, Fla.) "A great show for young children. The ridiculously funny plots are often hilarious. It's filled with 10,000 cliches weekly. The children are taught good morals; it's a release for youthful imagination." (HS Oconomowoc,Wi.) FAIR - "The acting is good, but the stories are hard to believe." (Shreveport, La.)

CADE's COUNTY	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	9	15	32	9	33	- 50 =	-17	42
Youth	31	48	37	7	110	- 51 =	59	

A) POOR - "Definitely one of the worst I've seen. Bloody violence. Unrealistic survival. Music and lines tend to make viewer think he is supposed to cheer for the 'bad guys.' Almost every scene had a gun. Unnecessary side-plots thrown in for extra time, all with sad endings. What is Glen Ford doing in a show like that?" (Glen Ellyn, Ill.) Fair - "With bank robberies and holdups being one of the most serious problemsin the U.S. why show so many pictures giving ideas and making it look so daring and exciting? Why does everyone have a gun and liquor on so many programs?" (Dayton,O.) GOOD - "Exciting plot, lots of action, acting fair." (Phoenix)

Y) EXC.- "In point of honesty and reality, it couldn't be better." (Superior,Wi.) "Realistic," (Ennis, Mont.) "Very exciting." (Pasadena,Ca.) "Ends perfectly -- 'Good guys' win - 'bad guys' lose." (West Salem,Wis.) FAIR - "A typical program where the main character never gets hurt." (Beloit,Wis.) "The stories are dragged out. An hour seems too long for this program." "The interest is not good because you know what will happen." (Shalimar, Fla.)

CANNON -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	22	32	18	8	76	- 34 =	42	51
Youth	17	19	16	14	53	- 44 =	9	

EXC.- "A really good detective thriller. Superb acting. Script was an example of fine writing, void of cliches. The story unwound itself to a climax without

Cannon, cont. -- without the viewer's guessing the end." (Doraville, Ga.)
GOOD - "The older, more stable type of investigator is a welcome relief from the smart-aleck!" (Hartley, Iowa) FAIR - "A very poor adaptation of the character popularized in the novels of Rex Stout. The stories are poorly motivated. Cannon is played to be a super-star and everyone else a fool."

Y) EXC. - "An exciting plot, a lot of action. William Conrad plays the part of Cannon well." (Lincoln, Ill.) GOOD - "Realistic, good setting, violence held to a minimum. A demonstration of how an innocent person sometimes gets hurt when dealing with people that are supposed to be friends and are not." (Baton Rouge) FAIR - "Its un-originality is pathetic. It is like two or three others." (Oconomowoc, Wis.) POOR - "Boring, overly dramatized, phony characters." (Madison, Wis.)

DORIS DAY -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	15	24	21	13	54	- 47	= 7	-81
Youth	15	37	25	65	67	- 155	= -88	

A) EXC. - "Original and entertaining." (Glen Ellyn, Ill.) GOOD - "Light, happy, heartwarming. Does not tax nervous system or brain." (Balsam Lake, Wis.) FAIR- "A good actress. Usually there is very little plot and even she cannot revive it." (Shreveport, La.) POOR - "Too much emphasis on beautiful clothing. She is lovely and her acting is OK, but the show doesn't do her justice." (Columbus,O.)

Y) EXC. - She loves everyone and she tries to help people." (Zachary, La.) GOOD - "A good light family comedy." (Baton Rouge) FAIR - "Much better when she played a secretary instead of a reporter." (Santa Maria, Cal.) POOR - "Same plot week after week."(Ft. Walton Beach, Fla.) "No one has a proposal of marriage every day, or gets kidnapped by rebels and falls in love with their leader." (Ennis, Mont.) "My eight-year-old cousin asked me why Doris is kissing a new man every week." (ibid.)

DICK VAN DYKE	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	31	44	22	5	106	- 32	= 74	97
Youth	24	29	24	15	77	- 54	= 23	

A) Dick Van Dyke's humor is so natural, This show must have the best comedy writers available. Hope Lange is a good balance for Van Dyke's humor." (Manchester, Ct.) GOOD - "Sequels are never as pleasant as the original series. Dick Van Dyke and Fanny Flagg are comedians with superior instincts for comedy and timing." (Baton Rouge) "This series is low-key and clever with fewer slapstick gags than in the old series. There is too much laughter canned or otherwise going on all the time." "Not as good as the original show. No matter how good the performers, the shows all stale with time." (Baraboo, Wis.) FAIR - "Dick has gray hair - is supposed to be older than in the old series, but acts younger. He should mature - not fall back on the old actions." (Mequon, Wis.)

Y) EXC. - "Fast-moving and easy to follow." (Baton Rouge) GOOD - "A family program that entertains everyone. The comedy is clean and still funny." (Lutcher,La.) FAIR - "The story was not too likely. Things seemed to happen so that the story would turn out nicely." (Pasadena, Cal.)

DISNEY	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	99	22	6	3	220	- 12	= 208	324
Youth	50	21	5	0	121	- 5	= 116	

EXC. - "Scenery, music, stories - all top quality." (Bear Creek, Wis.) "As a children's program, the most continuously high-level entertainment on television. Week after week it presents human, interesting, educational, loving programs." (Hightstown, N.J.) "Appeals to children of all ages. Stirs the imagination of adults, as well." (Bunkie, La.) "Superb photography is what makes this show." (Forest Hill, La.) "I like the shows about nature." "Entertainment for the whole family." (HS ENNIS, Mont.) "The color in it always seems brighter." (Shalimar,HS,Fla.)

DRAGNET -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	5	12	31	24	22	- 79 =	-57	-50
Youth	24	39	24	28	87	- 80 =	7	

A) GOOD - "A factual program. The crises are realistic. It presents detectives as human beings, fallible but striving to do their best." (Grafton, Va.) "Half an hour isn't sufficient time to develop the plot of a detective story. The crooks made so many silly mistakes, it's difficult to believe they're true stories.FAIR," (Glen Ellyn, Ill.) POOR- "Disinterested. Same routine." (Columbus, O.)

Y) EXC. - "Realistic, suspenseful action. It tells what the police do." (West Salem, Wis.) GOOD - "Basic ideas and acting are good. It sometimes tends to bog down." (Ft. Walton Beach, Fla.) FAIR - "Always more or less the same." (Tucson) "Mrs. Stevens' little speech did not appear like anything one would spontaneously spout at an officer." (Ft. Walton Beach) POOR-"Faked and stereotyped." (Rubicon,Wis.)

EDDIE'S FATHER	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	41	28	7	8	110	- 23 =	87	138
Youth	32	33	26	10	97	- 46 =	51	

A) EXC. - "I love everything about it -- the stories, the warm, sincere, intelligent characters." (Milwaukee) "Eddie is a smart and cute boy who is 'cool' in his own way.'" "A very real situation. Shows the inquisitiveness of the boy."(Superior) GOOD - "Low key. Heartwarming." (Juda, Wis.) "I like the short interchanges between Eddie and his father at the beginning and end." (POOR- "Not appealing. How perfect is a man?" (Silverton, Ore.)

Y) EXC. - "Has meaning in a humorous way." (Pittsburgh, Pa.) GOOD = "How the father and son get along makes the show interesting." (Tucson) "It shows how father and son share feelings and don't have a generation gap." (Superior) "Acting at its best." (Oconomowoc, Wis.) FAIR - "I dislike it because it really doesn't sound like the average home. (Milwaukee) POOR- "Situations unreal." (Oconomowoc)

FBI -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	32	22	6	8	86	- 22 =	64	107
Youth	26	18	13	7	70	- 27 =	43	

EXC. or GOOD - "Realism and acting, very good. Advertising very discreet." (Newport News, Va.) "Interesting, but too many of the shows have the same plots." (Shreveport, La.) "Scenery was good, and there was violence, but it wasn't piled on." (HS Milwaukee) "It tries to depict case histories of criminals in their true light, with their faults, weaknesses, and passions." (Nashua, N.H.) "The conversation was natural, and the acting seldom overdone." (HS Eureka, Ks.) "Good story, but I don't like a show in two parts." (Chicago) "Having stories from the FBI files makes it believable." (Humboldt, Tenn.) FAIR - POOR - "I don't really go for it. It's too repetitious." (HS Oconomowoc, Wis.) "It's just another detective movie with a few exciting places where people fall off cliffs." (Ennis, Montana) "In Prime time for children -- Title,"The Game of Terror." It lived up to its title. More consideration should be given to the large child audience at this hour." (Winona, Minn.)

FUNNY FACE -	EXC.	GOOD	FAIR	POOR	SCORES +	-	
	68	56	67	45	192	- 157 =	35 -Total

"She's fantastic in her outlook on life. If only <u>some</u> college girls could be like her!- It's good." (Glen Ellen) Fair, "She's a competent actress, but the situations are so unreal, the lines given her and others on the show are very poor, and the scene shifts so often and so abruptly as to be disjointed." (Oshkosh, Wis,) EXC.- "Shows how silly everyday situations really can be." (HS, Hammond,La.) GOOD - "Gives information on certain topics from a funny point of view." (HS Baton Rouge) FAIR - "People are fed the same old jokes and laugh almost automatically." (HS Ocon)

GREEN ACRES - Adult score, +63 -98 = -35. Youth, = 44 -169 = -125. Total -160.

"FAIR - "Though a very poor script and even worse acting, the children like it." "This isn't typical country living. The humor is tiresome." (Superior) POOR - "It gives the wrong impression of farm life." (Lena, Wis.) EXC.- "It's funny because the people in it act stupid." (HS Baton Rouge) "Not funny or serious. Nothing in it for those over thirteen." (ibid.) POOR - "The rating of poor gives too much credit to this terrible acting and tawdry humor and canned laughter (probably the only laughs it gets.)" (HS Ft. Walton Beach, Fla.)

GUNSMOKE -	EXC.	GOOD	FAIR	POOR	SCORES	+	-		TOTAL
Adult	44	55	25	13		143	- 51	= 92	178
Youth	51	52	32	18		154	- 68	= 86	

EXC.- "It gives a clear look at what the West was like." (Superior) "One of the few, left from childhood, that continues to be entertaining." (Albany, Ore.) "Believable western, except that once in a while it would be nice to solve the problem without killing it dead." (Beloit, Wis.) "Each program is different." (Guadalupe, Cal.) "Never seems to repeat a plot." (HS Oconomowoc) GOOD - "Good development of characters and inter-relationships." (Fuquay Varina, N.C.) FAIR = "An ordinary western that got right down to business -- 3 dead and a clobbering - a posse - and the level-headed marshall - in a rather trite, corny, and tired story." (Western Springs, Ill.) "Too melodramatic. Unrealistic plot." (HS Baton Rouge) POOR - "Whoever said violence was off television?? This show, one of the most violent, is in prime time for children." (Shreveport, La.) "I dislike it because of the gun fights. They always draw blood, and the saloons look like only slobs go there."

HAWAII - 5 - o -	EXC.	GOOD	FAIR	POOR	SCORES	+	-		TOTAL
Adult	59	71	28	24		189	- 76	= 113	440
Youth	153	73	36	8		379	- 52	= 327	

A) EXC. - GOOD - "Exciting! The scenery alone is worth watching the program for." (Beloit) "Beautiful Hawaii - it's like making an armchair visit." (Milton, Wis.) "Uses various places in Hawaii for settings." (Baton Rouge) "Shows law enforcement in our society." (Bridgeport, W. Va.) "Jack Lord is the main reason it is good." (Shreveport, La.) "Shows law enforcement in positive fashion." (Superior, Wis.) "Many programs have a social message." (ibid.) FAIR- POOR - "Violence in this sort of show has a bad influence." (Hortonville, Wis.) "Too much violence. Too many young people watch at this time of day." (Shawano, Wis.) "This episode showed killing people and dumping them into garbage cans. I watched this process repeated at least three times." (Blair, Wis.) "The plot covered all details including two murders. The violence and morals discussed can only have been harmful." (Bismarck)

Y) EXC.- GOOD - "It is real exciting. I compliment the writer." (Oklahoma City) "It was exciting because of the killings and a narrow escape." (Santa Maria, Cal.) "It keeps you in suspension." (Ennis, Mont.) "Crime as it is today." (Baton Rouge) "A lot of excitement and tension." (ibid.) FAIR - "You learn that crime does not pay, but a person might think he could do this and get away with it." (ibid.) "The crooks never get away with crimes. Even Sherlock Holmes didn't solve all his cases." (Santa Maria) "Mostly always on murder. POOR***" Byron, Neb.)

IRONSIDE	EXC.	GOOD	FAIR	POOR	SCORES	+	-	TOTAL	
Adult	74	33	17	12		181	- 41 =	140	211
Youth	44	34	17	17		122	- 51 =	71	

A) "This program is the best of the police-detective type. Reasons why it may be best: "Events are not fantastic." (Weatherford, Okla.) "The plot is carefully worked out. The main characters come through as real people - with character, humor, and even small flaws. Intelligence rather than violence used to solve cases." (Wauwatosa, Wis.) "Most episodes revolve around the dedication and perseverance of a handicapped man who has overcome his handicap. The scripts are the best written for television." (Oyster Bay Cove, N.Y.)

IRONSIDE, cont. -- "Ingenius solutions." (Bismarck, N.D.) "Skillful acting, repartee, the variety of situations." (Fredericksburg, Va.) "Photographic effects depicting thoughts of hired killer, very effective." (Hortonville, Wis.) "The background of San Francisco. Suitable for all ages." (Skokie, Ill.)

Flaws: "Disappointing when it was scheduled opposite "Mod Squad." (Winona, Minn.) "All detective stories are becoming one and the same." (Whittier, Cal.)

YOUTH - "It shows both the criminal's and the policeman's side." (Baton Rouge) "I like the scientific methods Ironside uses to discover the culprits." (LeCompte,La.)

Complaint: "Ironside is unbelievable. He's too smart and makes no mistakes."

LONGSTREET -	EXC.	GOOD	FAIR	POOR	SCORES	+	-		TOTAL
Adult	35	39	15	11		109	- 37	= 72	286
Youth	95	58	10	12		248	- 34	=214	

A) EXC.-GOOD - "It's inspiring to think of overcoming such a handicap." (Oshkosh,Wis.) "Very good dialogue.; excellent acting by James Franciscus." (Many say this) (Nashua, N.H.) "James Franciscus is GREAT. How good can one actor be! Plot is held up by excellent casting ." (Shreveport, La.) "I enjoy each segment, like another chapter in a well written book." (Superior, Wis.) "The writer is excellent --Sterling Silliphant, who used to write for 'Naked City.'" (Eden, N.C.) FAIR-POOR - "One of the most violent on TV." (Lombard, Ill.) "Same run-of-the-mill detective type program, with blindness as a new twist." (ibid.) "Every program the same - just different faces and names." (Bethel Park, Pa.)

Y) EXC. - "A lot of danger - keeps you tense." (Santa Maria, Cal.) "The episodes vary so much it doesn't seem like a series." (Tucson) "Although a little improbable, the best shows deal with things that don't really happen." (Oconomowoc) "A little phony, but most of television is." (Santa Maria, Cal.) POOR - "It looks too fake to me." (Columbus, O.) EXC. "It shows that with determination a person can do almost anything." (Maple, Wis.)

LOVE, AMERICAN STYLE	EXC.	GOOD	FAIR	POOR	SCORES	+	-		TOTAL
Adult	22	18	33	51		62	- 136	= -73	72
Youth	70	47	16	13		187	- 42	= 145	

EXC.- "Overall production, first rate." (Bethel Park, Pa.) "Short, amusing skits." (Glen Ellyn, Ill.) "Really funny." (Milwaukee) GOOD - "Humorous but corny." (Villa Park, Ill.) "Good variety; original." (Ennis, Mont.) "Good for a few laughs." (Delavan, Wis.) FAIR - "Too sophisticated and sexy." (Winona, Minn.) "Moves fast and holds interest!"(Ginsberg, Ks.) "Clever but suggestive." (Chicago) POOR - "It should be called "LUST, AMERICAN STYLE," as there isn't a glimmer of love in the characters. The show could suggest satire - except that satire also has a deep humility. This program gives me the impression of considering itself very racy and clever. I found it empty." (Skokie, Ill.) "It is much too adult - giving the worst kind of sex education to a young audience." (mentions Friday nights and 3 p.m. (for reruns) as time of large young audience)" (New Orleans) "Home life cheaply portrayed." (Superior) "I resent 'American' in the title of a dirty program." (Fairview, Ks.)

EXC. - "Turns realistic problems into comedy." (HS Santa Maria, Cal.) GOOD - "Unrealistic, but you know it's meant to be." (ibid.) POOR - "Makes an exhibition of a private affair." (HS Ennis, Mont.)

HERE's LUCY	EXC.	GOOD	FAIR	POOR	SCORES	+	-		TOTAL
- Adult	23	32	9	13		78	- 35	- 43	37
Youth	42	53	33	55		137	- 143	= - 6	

EXC. - GOOD - "Situation often corny, but witty and fun to watch." (Albany, Ore.) "Refreshing dialogue." (Winona, Minn.) "A most versatile actress." (Grand Is., Neb.) FAIR - POOR - "Not truly funny because not credible." (Skokie, Ill.) "Situations

(Here's Lucy, cont. ---- handled in noisy, high-pitched voices." (Yankton, S.D.) "Lucy is a great actor, but the nonsense is carried too far." (Shreveport, La.) "Situations far-fetched and contrived." (Kenosha, Wis.)

Y) EXC.- GOOD - "Full of spirit and excitement." (Lincoln, Ill.) "Makes a lot of people laugh." (Lincoln, Ill.) FAIR - POOR - "Overloaded with slapstick." (Ft. Walton Beach, Fla.) "Irritating voices. Unreal plots." (Tucson) "Reminds me of some things that go on at our house." (Wentworth, Wis.)

MacLAINE, SHIRLEY - Score - -74. "The program is trite. And she's so good!"

MANNIX -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	52	50	39	20	154	- 79 =	75	254
Youth	87	49	22	11	223	- 44 =	179	

A) EXC. - "Mannix is an exceptionally lucky person, but then, the star must not be eliminated." (Kenosha, Wis.) GOOD - "A consistently exciting and perplexing plot, good acting, and the emerging fine character of Julia combined to produce high entertainment value." (Baton Rouge) "Unbelievable. Is entertaining but has some violence." (Milan, Minn.) FAIR - "There is enough violence and murder for several shows in this one." (La Mirada, Cal.) "There are just too many of this Type -- all those high speed chases, nick-of-time acts, etc."(Whitewater,Wis.)

Y) EXC.- "The plot, action, and camera work are unequaled by other shows I've watched." (Ft. Walton Beach)- "Suspenseful, but too many repetitions of scenes." (Hammond,La.) GOOD - Good script combined with photography brings out the excitement and tense moments." (Santa Maria, Cal.) FAIR - "Filled with too much violence. Mannix is always being chased by some unknown assailant until Peggy, his secretary, figures out the entire scheme and tells Mannix, the detective, how and where to catch the criminal." (Baton Rouge) POOR - "Too much like all other detective shows where they spend all their time getting in and out of impossible situations." (Slidell,La.)

MARCUS WELBY, M.D. -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	201	102	30	6	504	- 42 =	462	798
Youth	147	103	29	16	397	- 61 =	336	

AO EXC - GOOD - "Marcus Welby certainly is a 'family doctor' -- reassuring, warm, and very enlightening." (Sullivan, Ill.) "Handles delicate situations with honesty and discreetness." (Kenosha, Wis.) "It shows a great variety of people and problems. It shows warmth and depth." (Byron, Neb.) "The show gives insight into basic human needs, affections, and wants." (Oklahoma City) "I am entertained, but yet this show will linger in my thoughts." (Newport News, Va.) "This show is exciting, informative, entertaining, sentimental, and warm." (Mequon, Wis.) "Please keep it on. I'm sure he'll get around to my ailment some day." (Slidell,La.) "They bring out a point about a disease, condition, or attitude that is important for the general public to be concerned about." (Bethel Park, Pa.) "Tragic it may be at times, but somewhere usually there is a little laughter, love, tenderness." (Lafayette, La.) FAIR-POOR - "Dr. Welby is too perfect." -- very few of these.

Y) "It shows what a doctor is supposed to be like -- not only interested in money." (Ft. Walton Beach) "A warm family show with a lot of love and kindness." (Santa Maria, Cal.) "The idea of an older man and a younger man working together for a common goal is satisfying and enjoyable." (Slidell, La.) "The doctor's attitude, understanding, and behavior are too good to be true." (Oconomowoc, Wis.)

A) GOOD - "Though topical and heretofore unmentionable subjects are explored with thoroughness and honesty, kindly Dr. Welby is too omniscient to be true." (Oyster Bay Cove, N.Y.)

MASTERPIECE THEATRE - (chiefly "Jude the Obscure." Score, 51. mostly EXC. "Good drama based on good literature, well acted with authentic settings." (Fredricksburg, Va.) "The acting, the direction, the staging, the costuming -- all add up to

(Masterpiece Theatre, cont.) --- direction, the staging, the costuming - all add up to the best TV entertainment available." (Milwaukee) "I hope school English departments use it for required viewing." (Jefferson, Wis.) "It's a good history lesson to see how Victorians regarded women, and it's a reminder to us that in ways and at times we women do fall into the excesses represented by Sue and Bella (men do also)."(Mad.)

MAN AND THE CITY - SCORE, 36 -- but evidently attracted thoughtful viewers.
FAIR - "The plot, so typical of many being shown,.,.always centering around violence, tries to pack all the problems of our society - of law against gangs or political corruption or wheeling-dealing. They don't always leave a realistic insight into today's problems, if that is their purpose, or help us to think better of our society's structure and institutions." (Glen Ellyn, Ill.)
GOOD - "The problems of the city are not seriously examined. It would be interesting to take problems peculiar to our cities, and with a dramatic script stretched over several weeks, examine the problem from several viewpoints." (Madison)
(Though the scripts were considered weak, Anthony Quinn was highly praised.)

MARY TYLER MOORE -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	40	23	16	7	103	- 30	= 73	130
Youth	34	18	13	8	86	- 29	= 57	

A) "Freshest program on TV -- original, imaginative plots, and excellent acting." (Madison) "The writing sparkles and glues me to the set." (La Mirada, Cal.) "A great show for the entire family." (Newport News, Va.) "Good story, great cast, clever performance." (Columbus, O.) "Could actually toss bouquets at the entire cast." (Kimberly, Wis.) "Light comedy, good dialogue, parts well cast." (Texarkana, Tex.) "No bad language or violence." (Kiel, Wis.) "Amusing, good characterization, and done in good taste." (Fredericksburg, Va.) FAIR - "Dull, boring dialogue, a waste of Mary's talents." (Reading, Pa.) "Too exaggerated in its plots and situations." (Salem, Wis.) POOR- "Very unrealistic." (Wallingford,Ct.)
Y) "It shows some problems of a career girl in a humorous way." (Mosinee, Wis.) "Funny and stupid in a smart sort of way." (Pasadena, Cal.) GOOD- "Makes the life of a single girl look exciting and fun." (Superior, Wis.) "Rhoda is great! Mary is perfect in her role!" (Santa Maria, Cal.) FAIR - "This situation comedy is stilted, including the canned laughter. Too bad." (Oklahoma City) "There is no meaning to the show." (Tucson) POOR - "Excessive canned laughter, poor humor, dull plots, slow moving." (Oconomowoc, Wis.)

MEDICAL CENTER -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	76	61	26	7	213	- 40	- 173	441
Youth	120	80	22	15	320	- 52	= 268	

A) EXC. - "Always deals with very human, everyday situations." (Ringsted, Ia.) "The problems or diseases are real. It makes you think a little afterward." (Oshkosh, Wis., Bismarck, N.D.) "Much information about specific diseases and ailments." (Mitchell, S.D.) "The stories always have some message. Good for any age." (Western Springs, Ill.) TIME! - "I'm glad this program is finally on at an earlier time." (Luxemburg, Wis.) "I protest! Instead of 8:00 on Wednesday, it's now on Ch. 3 at 10:30!" (Madison) GOOD - "Subjects which need to be out in the open were discussed." (Mason City, Ia.) "Plot was relevant to modern life." Phoenix) "Characters were warm and believable human beings." (Winona, Minn.) "Beginning to be a lot of profanity. It was good until last month." (Humboldt, "I do NOT approve of the drinking, especially not by Dr. Gannon." (Fairview, Ks.) FAIR - "Lacked variety of plot." (Alexandria, La.) POOR - "The acting was overdone, although the characters were likable." (Englewood, O.)
Y) EXC. - "A fairly reasonable account of how a hospital operates, though most doctors do not try to right moral problems as well as physical ones." (Oconomowoc) "Original, realistic." (Baton Rouge) "Scripts are fantastic, unique." (Casmalia,Ca.)

"Medical Center, cont. --- "Draws interest of both young and old." (Tucson)(others) GOOD - "Exciting. Each show is about a different case." (Guadaloupe, Cal.) "I like the doctor who tries to cope with patients' problems as best he can." (Santa-Maria, Cal.) "Draws interest of both young and old." (Milwaukee) FAIR - "Unrealistic. No one ever dies." (Ennis, Mont.) "You know the outcome of each show." (Ocon.Wis.)

MISSION IMPOSSIBLE -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	30	28	19	32	88 -	83 =	5	80
Youth	48	25	18	14	121 -	46 =	75	

A) "The writers should be given gold-plated typewriters." (Harvard, Ill.) "Tense spy drama - complicated." (Baraboo, Wis.) "Well organized and well performed." (Alexandria, La.) GOOD - "Switching the show to internal problems has renewed my interest." (Glen Ellyn, Ill.) "Completely fanciful, but entertaining." (Newport News, Va.) "Unique gadgets, but the show has 'over-gadgeted' itself." (Okla. City) FAIR - "It seems such a grim series." (Springfield, S.D.) "It changes scenes too quickly - can't keep up." (Silverton, Ore.) "Plot and equipment more and more unbelievable." (Durham, Conn.) POOR - "'Impossible' is the word for this exaggerated plot and unrealistic story." (Fredericksburg, Va.) "Too much violence and intrigue." (Albany, Ore.)

Y) EXC. - "Plots exciting and suspenseful." (Santa Maria, Cal.) "Thoroughly planned to even the minutest detail." (Ft. Walton Beach, Fla.) "Each program new and different." (Guadaloupe, Cal.) GOOD - "Shows that crime doesn't pay." (Baton Rouge) "No laugh track." (Tucson) "Suspense, but within reason." (Shreveport,La.) "Some stories a little too far out." (Humboldt, Tenn.) "Thrilling." (Kenosha,Wis.) FAIR - "Too much violence - solved by murder, trickery, or something." (Ft. Walton Beach) "Too far-fetched. Timing always perfect." (Tucson) POOR- "Too confusing and complicated to be interesting." (McAllister, Mt.) "Too phoney."(LaCrosse, Wi.)

MOD SQUAD -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	57	54	11	15	168 -	41 =	127	392
Youth	121	61	18	10	303 -	38 =	265	

A) EXC. - "A new and delightful outlook on law and order." (Wilmington, Ill.) "One of the best dramas because of directing, acting, and technical aspects." (Oklahoma City) "Controversial - a step in the right direction." (Manchester, Ct.) "Shows how energetic, helpful and sincere most young people are." (Newpoet News,Va.) "Has a message - crime doesn't pay." (Dayton, O.) GOOD - "Shows friendship between blacks and whites." (Mosinee, Wis.) "Very good influence on today's young people." (Milton, Wis.) "The actors are 'with it' in style and dialogue."(LaMirada) "Makes you do something about the problems of the younger generation." (Winona,Mn.) FAIR - "Actors overdramatize the problems that they are trying to solve." (New Orleans) "There is an emphasis on violence that should be toned down." (Oyster Bay Cove, N.Y.) POOR - "Actors are all trying to be 'hip' - they never seem happy."

Y) (Glen Ellyn, Ill.) EXC. - "Deals with problems that face our youth today." (Lafayette, La.) "Shows the two generations working together to create a better and safer place for people to live in." (Hammond, La.) "It shows no prejudice." (Milwaukee) "Realistic, honest, excellent acting." (Madison) "Each show is new and exciting." (Shreveport, La.) GOOD - "The idea of the show is good -- kids aren't all bad." (Oconomowoc, Wis.) "The acting is superior, photography excellent, but the plot lacks strength." (Bossier City, La.) "Violence only when necessary, and never overdone." (Shreveport, La.) "It shows things that can happen in life today." (Tucson) FAIR - "Good stories, but unrealistic." (ibid.) POOR- "Ending always the same with the law triumphing over the criminal." (Oconomowoc, Wis.)

MY THREE SONS -	EXC.	GOOD	FAIR	POOR	SCORES +	-		TOTAL
Adult	36	48	4	7	120 -	18 =	102	129
Youth	21	30	9	18	72 -	45 =	27	

MY THREE SONS - EXC."An excellent family program. But why is it on at 10 p.m. instead of 7 or 8 p.m.? There are four good family shows Monday night. Yet they are scheduled from 9 to 11 p.m. Good programs for children should be on early in the evening." (Silverton, Ore.) GOOD - "It has never included objectionable dialogue or scenes. I was sorry to see it moved from 7:30 Saturday to 9:00, as it makes good watching for youngsters, too." (Hortonville, Wis.) This program should be shown earlier in the evening. It is fine family viewing." (Winona, Minn.) EXC. - "It brings out different emotions that all people feel and situations and problems that all of us encounter. A wholesome, enjoyable program." (Greensburg,Ks.) It shows the good and happy life in the home with just a father, a mother, and three boys, with all their problems. It brings warmth within the home." (Marksville, La.) "It makes you one of the family." (HS, Superior, Wis.)

NBC MYSTERY MOVIE: "COLOMBO, Mc CLOUD, McMILLAN AND WIFE

"Rotation of the different stories is an excellent method of creating anticipation for the next program."

COLOMBO

EXC. -"A well written script. Crime, but no unnecessary violence." (Newport News) "Peter Falk is great as Colombo. His 'dumb as a fox action is wonderful." (Merryville, La.) "I like the method of first telling who the suspect is, and then having Colombo prove it." (HS Santa Maria, Cal.)

McCLOUD

EXC.- "Fine humor and tense drama. McCloud, as played by Weaver, is witty and intelligent." (Oyster Bay Cove, N.Y.) "Nice to see the good guy win - also unrealistic." (Oshkosh.) "Clues figured out too easily." (Manchester, Conn.)

McMILLAN AND WIFE

GOOD - "Comical because the plot was so improbable and the acting was so unrealistic." (HS Santa Maria, Cal.) POOR - "The plot was ridiculous. With good actors like Rock Hudson and Susan St. James, I'd like better scripts." (Wheaton, Ill.)

NICHOLS -	EXC.	GOOD	FAIR	POOR	SCORES +	-	TOTAL
Adult	7	14	26	39	28	104 = -76	-53
Youth	24	23	22	13	71	48 = 23	

POOR - "A dreary attempt at comedy in our Old West that never comes off. I'm a James Garner fan, but even his characterization leaves me cold." (Troy, Mich.) FAIR - "All the show has is movement. The script is poor English. The plot is always the same as dozens we've seen during the last twenty years." (Ambrose,N.D.) GOOD - "A refreshing change from the usual western -- a sheriff who doesn't fight and a 1920 setting." (Columbus, O.) GOOD - "A comical western. Neat looking guys, too." (HS Tucson) "Good mixture of comedy with drama." (Shreveport, La.-HS) EXC.- "Good acting. Good photography." (HS Tucson) POOR - "I don't like a motorcycle and a car in a western." (Grand Isle, La.)

NIGHT GALLERY -	EXC.	GOOD	FAIR	POOR	SCORES +	-	TOTAL
Adult	82	48	42	34	212	110 = 102	501
Youth	181	95	24	17	457	58 = 399	

A) EXC. - "I have a great love for tales of terror. This show provides the best in that line." (Silverton, Ore.) "Rod Serling's mastery of the supernatural and the occult comes to the surface in this fine anthology." (Oyster Bay Cove, N.Y.) "Clever writing, good actors. Segments are short and hold your attention." (Glen Ellyn, Ill.) "I like the idea of the short segments." (Manchester, Ct.) POOR - "I'm biased against this type of program. Too violent! Sadistic ideas presented." (Salinas, Cal.) "Very far out." (Grand Island, Neb.) "Too far out. This one was a supernatural murder case." (Racine, Wis.) "Unfit for children."

Y) EXC.- "Night Gallery is one of the best spine-chilling, horrifying, and wierdy dramas." (Baton Rouge) "It strongly affects the emotions. Special photography lends fantastic impressions." (Pasadena, Cal.) "Leaves you in awe."(ibid)

("Night Gallery", cont.) --- (Youth) "Left me with some ideas to think about." (Pasadena, Cal.) GOOD - "In 1970 the stories were very good - suspenseful. But now the show has an air of comedy." (Okauchee, Wis.) EXC. - "The absence of background with the light being mainly on the faces makes you feel the suspense and eerieness more." (Ft. Walton Beach, Fla.) "This is intense surrealistic impact with great emotional depth." (Baton Rouge) "Poor - "This is altogether too gory." (Milwaukee) "It's probably scaring young kids to death. Too fantastic and shocking. I can spend time a lot better doing almost anything." (Cherryville, La.)

ODD COUPLE -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	29	23	11	21	81 - 53 = 28	37
Youth	21	15	14	17	57 - 48 = 9	

EXC. - "The stars are superb in their roles." (Wheaton, Ill.) "The contrasting personalities of the two main characters create lots of funny situations." (HS Ennis, Mont.) GOOD - "Humorous, entertaining. Laugh track no longer used." (Mt. Pleasant, Ill.) POOR - "Seems a little silly - not much of a story." (Anthony, Ks.) "Dull and unimaginative. Not even funny." (Santa Maria, Cal.) "Boring and overrated. No substance to the script." (Glen Ellyn, Ill.)

O'HARA, U.S.TREASURY -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	11	11	4	8	33 - 20 = 13	42
Youth	10	19	4	3	39 - 10 = 29	

EXC. "Authenticity of the show is amazing." (Buena Park, Cal.) "Gives the public an awareness of problems with the illegal entry of drugs, insight into the customs department." (Norton, Ks.) GOOD - "It's hard to switch with O'Hara from department to department, but the stories are good." (Newport News, Va.) "The program jumps around too much. The action is broken up." (HS Okachee. W s.) "Bad acting -- consisted of David Jannsen raising or lowering his eyebrow. and glowering. Plot was contrived and drawn out." (Wheaton, Ill.)

OWEN MARSHALL -	EXC.	GOOD	FAIR	POOR	SCORES - + -	TOTAL
Adult	39	7	5	7	85 - 19 = 66	149
Youth	36	27	8	4	99 - 16 = 83	

EXC. _ "It has a public message - is personal and has a lot of human interest." (Salinas, Cal.) "No one has a good enough understanding of the laws that govern our land. This program gives an accurate picture of the law and the people who administer and practise law....The casting is superb, especially Arthur Hill." (Rhinelander, Wis.) "Interesting and helpful to my knowledge about law." (Lincoln, HS, Ill.) "It depicts 'humanness' in people." (HS Oconomowoc, Wis.) FAIR - "Construction of this story was disappointing. Coincidence was used excessively. This began with the setting which just 'happened to' duplicate a place in Spain of prime importance to the plot. Arthur Hill was unconvincing at crucial points, never changing the expression of his eyes and only raising the volume of his voice to show strong feeling." (Madison) GOOD - "Good particularly because level-headed, down-to-earth Owen Marshall can reduce a complicated situation to its basics. It is well balanced emotionally and intellectually, respecting the viewer's intelligence." (Fairview, Ks.) "Gives a realistic view of how justice is fought for in our courts." (HS Oconomowoc, Wis.)

THE PARTRIDGE FAMILY -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	39	38	13	8	116 - 29 = 87	189
Youth	69	33	13	28	171 - 69 = 102	

EXC. - "My children (ages 5 and 7) enjoy it. The plots are easy for children to follow. They dance to the music." (Phoenix) "Good family entertainment. The important thing is that it emphasizes the family as a unit." (Green Bay, Wis.)

A) GOOD - "This particular show, educational for little children. It showed how one could be cruel to another family member and not realize it." (Shreveport, La.) "The music is skillfully worked into the stories." (Wallingford, Conn.) POOR - "Unrealistic and dull, jazzed up with music I'd rather listen to than watch. Plots meaningless, children's behavior sometimes 'bratty.' " (Stevens Point, Wis.)

Y) "A good family program. It isn't all flowers and roses. They have family problems, too." (Superior,Wi.) "I like this because I like David Cassidy and I like the songs they play." (Lincoln, Ill.) FAIR - "Funny lines make good comedy, but some situations are trite." (Altadena, Cal.) POOR - "As to plot or family appeal, it scores zero. Totally unrealistic." (Alexandria, La.)

ROOM 222 -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	61	35	6	1	157 - 8 = 149	239
Youth	42	73	7	5	107 - 17 = 90	

A) EXC. - "Well presented high school problems. Best point of show -- Teachers as people make for quality education - nothing else." (Ft. Atkinson, Wis.) "So humorous, real, yet compassionate." (Englewood,O.) "The teacher challenges a football player to be a student and pass an oral quiz. He does it, and his look of self-satisfaction is gratifying." (Whittier, Cal.) "I like the restraint - not overacted." (Juda,Wis.) "Consistently of the highest quality. The kids are terrific. I sometimes feel the problems are too easily solved." (Fuquay-Varina, N.C.) "A program good for parents to watch as well as their children because perhaps it will encourage them to understand each other better." GOOD - "Possibly they show an example of what reasonable teachers and leaders might accomplish in some of our school systems." (Eureka, Ks.)

Y) EXC.- "Teachers are portrayed as human beings and students are not long-haired freaks." (Superior Wis.) "The scripts are intelligent and well written. There is no laugh-track to insult me." (Oconomowoc, Wis.) GOOD - "Funny, great stories. It's an ideal situation for a school." (Santa Maria, Cal.) "It makes one aware of the extra work an instructor will do to get involved and to have all instructors and all students united." (D.C.)

SARGE -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	35	32	15	26	102 - 67 = 35	74
Youth	20	15	8	4	55 - 16 = 39	

EXC.-GOOD - "Completely absorbing drama." (Simmesport, La.) "George Kennedy is a superb actor. The series has a fresh quality." (La Mirada, Cal.) "The acting was excellent, causing me to feel contempt for the villain and anger that such things could happen." (Eureka, Ks.) "George Kennedy very convincing in the title role." (Hyattsville, Md.) FAIR-POOR - "The script and acting were generally lacking in depth, involvement, and intensity....One notable exception was the excellent acting of the girl playing the part of a mentally confused girl." (Baton Rouge) "To touch the sympathies of the audience, cliches were used, such as 'This man's only daughter.' " (Whittier, Cal.) POOR - "The story was corny. Violence was used to keep the viewer tuned in." (Whitewater, Wis.)

THE SIX WIVES OF HENRY VIII -- EXC. - all reports. The series ended before most people started to monitor; so the number is small. "The technically brilliant series of shows plus a competent and thoroughly professional troupe of actors from the Royal Shakespearean troupe in England gave a fascinating and tremendously enjoyable history of Henry VIII." (Baton Rouge) "Beautiful use of the English language. Brilliant acting, especially in the development of the character of Henry VIII. (Madison) "Made one want to do more reading of history. Let's have more like it." (ibid.) (All reports but one said, "Let's have more like it.") "Fascinating. History come to life! The costumes were so gorgeous it was like seeing a Holbein painting come to life." (Beloit)

THE SIX WIVES OF HENRY VIII -- EXC. - "The characters were all portrayed sympathetically and apparently with historical accuracy. There should be much more viewing of this nature." (Chevy Chase, Md.) Very stimulating. More historical plays would be welcome, if they were kept factual." (Beloit, Wis.) "A very informative program. My teenage children enjoyed it, too." (Nashua, N.H.) "The ads were short and to the point." Another remarks, "The advertising was done well in that it did not intruderon or break apart emotional scenes." "We need more programs like this, which serve to elevate the human intelligence and experience."

THE SMITH FAMILY -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	22	30	13	9	74 - 31 = 43	4
Youth	15	32	25	38	62 -101 =-39	

A) EXC.- GOOD - "It is good to see a police program where the cops aren't always shooting someone." (Franksville, Wis.) "Henry Fonda, nice kids, gentle humor, no violence." (Leonardville, Ks.) "It portrays Mr. Smith as an average person with average problems." (Superior) FAIR - "It does not seem necessary for the head of a household to prove himself once a week. No one should be expected to justify his job to his children and neighbors." (Glen Ellyn, Ill.)

Y) EXC.-Good - "Police life from the family point of view." (Pasadena, Cal.) "In this show people are helping those in trouble - especially young people." (Byron, Neb.) "It shows situations that can happen every day in your family." (Salinas, Cal.) POOR - "Dialogue unnatural and acting overdone." (Oconomowoc) "Not an honest family situation. They treat each other like strangers, using stiff, stereotyped lines." (Pasadena)

JIMMY STEWART -	EXC.	GOOD	FAIR	POOR	SCORES + -	TOTAL
Adult	29	40	34	11	98 - 56 = 42	56
Youth	18	19	3	13	43 - 29 = 14	

A) EXC. - "A clean, wholesome show that people of any age can watch." (Dayton,O.) GOOD - "It was a little more than a comedy. It tells you about yourself." (Shreveport, La.) "The acting is natural. The plots are true to life." (Milwaukee) POOR - "An inane comedy trying to get by on a famous actor's name." (Dayton, O.)

Y) GOOD - "The success of the show is because of James Stewart." (Oconomowoc) "The problems are those that usually don't occur, but they capture your interest. I don't like their not showing enough about Jimmy Stewart's being a high school professor." (Baton Rouge) "Cute characters and plot, though at times parts were overacted." (ibid.) POOR - "Disappointing. Humor is overplayed, characters are definitely unreal and remote from ordinary people." (Pasadena, Cal.)

A) EXC. - "A nice balance of wit and comedy through action. The frequent asides Stewart made to the audience not only carried wit, but gave a nice feeling of intimacy." (Baton Rouge) "It hits close to reality." (Buena Park, Cal.) "This show is tops. There are times when I need an extra bathroom in my house, too. It's true to life and very cute." (Blair, Wis.) "The many ages represented make it appealing." (Greensburg, Ks.) "Wholesome, with many touches of humor," (Bismarck) GOOD - "Slow-paced. Good to see something a bit quieter." (Madison) FAIR -- "No plot to speak of." (Hartley, Ia.) "It doesn't hurt the child viewers, but it doesn't give them anything, either." (Glen Ellyn) "Stewart's talent is being wasted." (Wessington, S.D.)

DAYTIME SERIALS are outside the time limits of this poll. However, 71 monitors reported on "As the World Turns." Its score is 35. A sampling of opinions of it: EXC.- "It takes the average housewife out of her own little household." GOOD:- "They are common folks and have troubles like most of us." FAIR - "Acting if O.K. I don't like these series - too many of them. Don't have them all at the same time so that we have nothing to choose from."

VARIETY

CAROL BURNETT:		EXC.	GOOD	FAIR	POOR	SCORES		TOTAL
	Adult	71	70	35	23	+212	-81 =	+248
	Youth	62	50	17	20	+174	-57	

Adult: EXC. - "Cast exceptionally versatile. She chooses guests that fit into the show's format. Great variety and fast pace...what I like most." (Oakland, Calif.) "The water bed vignette hilarious. Sometimes Carol's antics are lacking in simple good taste." (Shreveport, La.) "...an elaborate parade of costumes, set designs, and talent." (Baton Rouge, La.) GOOD - "...the part given to audience participation." (Dayton, O.) "Program for the whole family." (Brunswick, Ga., Chicago, Ill., Weatherford, Okla., and others.) FAIR: "One of my favorite shows, should be shown later in the evening." (Mequon, Wis.) "Could be good...spoiled by smut." (Green Bay, Wis.) POOR - "Scenes such as the Oscar acceptance speech...lasting through a pregnancy...revolting." (Atlanta, Ga.) "Funny costumes did not redeem a tasteless script. Contrived, labored skits and lack of wit, zest, delight--let alone credibility. Scripts are dehumanizing--it is the richly <u>human</u> that is really funny." (Skokie,Ill.)

Youth: EXC. - "Adds to the show when she talks to the audience and she tells them the truth." (Tucson, Az.) "The humor is intelligent and the satire is sharp and thought-provoking. The acting is tremendous, and it leaves me much happier." "Finds humor in contemporary themes...helps people get a better perspective of life." (both--Oconomowoc, Wis.) "She makes everyone in the family laugh." (Lincoln, Ill.) GOOD - "She can make herself look ridiculous...I like series of 'As the Stomach Turns.'" "No canned laughter." (both--Tuscon, Az.) "Good production values grab attention." (Santa Maria, Calif.) FAIR & POOR - "...skits are done over and over and quite a few are in bad taste." (Jeffers, Mt.) "Repeats the same acts... tries to sing...dancers are terrible." (Brookfield, Wis.) "Acting is in poor taste and the jokes are not very funny...and she can't sing." (Hammond, La.)

GLEN CAMPBELL HOUR:		EXC.	GOOD	FAIR	POOR	SCORES		TOTAL
	Adult	65	59	31	4	+189	-39 =	+144
	Youth	18	11	21	16	+ 47	-53	

Adult: EXC. - "Dresses very fashionably and colorful...keeps his audience's attention by his easy-going manner and great talent." (Alexandria, La.) "Always in good taste, uplifting...'Cowboys and Indians' comedy is delightfully different." (Platte Center, Nb.) "Good for young and old. Choice of guests contributes." (Fredericksburg, Va.) GOOD - "...wholesome type to whom it is easy to relate, sufficient variety...consistently good." (Oakland, Calif.) "Makes use of all types of music for all ages, good layouts, beautiful color, and always in good taste. One of the few shows that still offers this." (Baton Rouge, La.) "Good music, host has pleasant personality. Emphasizes decency." (Yankton, S.D.) FAIR & POOR - "Songs repeated too often. Jokes corny." (Hightstown, N.J.) "Dialogue dull...sometimes song renditions are colorless. (La Mirada, Calif.)

Youth: EXC. & GOOD - "Good selection of music and good style, I like his voice." (Santa Maria, Calif.) "Just enough humor to give each song its own special charm." (Ft. Walton Beach, Fl.) FAIR - "The dancers (uncostumed) do not look like part of the show. Guest humorists cut other people down...I like variety of music and the part where regular cast sit and sing and play instruments." (Ennis, Mt.)

JOHNNY CARSON: Adult Monitors 107, Score -14; Youth Monitors 54, Score +16 = +2

Adult: EXC. ¢ GOOD - " I like the variety of people...and the way he handles them. When he has a guest as host, I do not watch." (Kiel, Wis.) "Unbeatable for witty adlibbing...viewers a bit uneasy when discussion on children (without legal marriage) took place." (Baton Rouge, La.) POOR - "Carson often says things in poor taste." (Washington, D.C.) "At times the conversation gets provocative...Carson capitalizes on 'sexy' subjects." (Lombard, Ill.) "Trivial and thoughtless conversations." and "Carson is funny and band is great." (Morristown, Tn.) "His interest in guests is superficial. Many acts are subjected to supercilious glances." (Beloit, Wis.)

Youth: EXC.- "It's funny...interesting...they talk openly..it's different." (Tucson, Az.) "Have 'Mighty Carson Art Players' perform more." (Lincoln, Ill.) FAIR - "Carson makes fun of his guests." (Shalimar, Fl.) Several complaints about too numerous commercials breaking continuity of program.

DICK CAVETT: Adult Monitors 49, Score +50; 7 Youth, Score -6 = +44
"Never hesitates to apologize or explain when things happen...he was unable to control." (Col. Herbert interview) "Learned more truths from listening to this than from reading... for five years or more." (Lombard, Ill. and others made similar remarks.) "Keeps the conversation within bounds of decency by exerting unusual control." (Binford, N.D.) "Guests are usually anti- something or anti-people." (Humboldt, Tn.) "It's shown too late (11:30)!" from several viewers.

FUNNY-SIDE: 123 Adult Monitors, Score +38; 54 Youth, Score +29 = +67
EXC. & GOOD - " "It's fun to watch and it has no violence." (West Ridge, Pa.) "It does not humiliate people for their attitudes." (Bridgeport, W. Va.) "Sketches done in good taste...cast is very good." (Okla.City, Okla.) "Gently satirical, contemporary comment in a cheerful spirit..." (Milwaukee, Wis.) HS - "I understand this show a little better than 'Laugh-In.'" (Baton Rouge, La.) "Makes you laugh at things that are heart-breaking." (Slidell, La.) FAIR - "It lacks punch. Seems like a great story told by a poor storyteller." (Wheaton, Ill.) "Canned laughter is insulting." (Lombard, Ill.)

MERV GRIFFIN: Adult Monitors 60, Score +18; 29 Youth, Score -20 = -2
"Like the new format." (San Francisco, Calif.) "Merv appears to be sincere and appreciative of good taste." (Villa Park, Ill.) "Statements by non-experts that marriage, the family unit, and fidelity to a life partner are unfashionable, unworkable, and undesirable. A recurring subject--espoused by 'show-biz gypsies'--thrusting their frustrations and neurosis on the public.. Young impressionable minds make up a part of this audience." (Madison, Wis.) HS - "Nothing exciting ever goes on...same boring thing everyday." (Ennis, Mt.)

HEE-HAW:

	EXC.	GOOD	FAIR	POOR	TOTALS		SCORE
Adult	20	13	11	97	+53	-205	= -374
Youth	7	4	30	105	+18	-240	

Adult: EXC. - "Good music--corny, but funny jokes. Family show." (Humboldt, Tn.) "Clean, humorous, relaxing." (Somerset, Mass.) POOR - "Too repetitious. Clark, the guitarist--the one redeeming feature." (Whitewater, Wis.) "Jokes are elemtary. Some actions so crude--would never want children to imitate."(Bismarck,N.D.) "Characters over-play." (Baton Rouge, La.) "Corny" and "immature" were frequently used words, judgment "nothing of value" expressed often.

Youth: POOR - "Jokes are all the same theme...no one could laugh at them." (Ennis, Mt.) "Monotonous...in poor taste." (Superior, Wis.) "Insults one's intelligence," was a constant remark,-as was "Humor in bad taste." "The jokes are corny and I don't like country music." (Tucson, Az.) "Put something worthwhile on for a change of taste." (La Fayette, La.)

ICE FOLLIES with SNOOPY: "Great for all ages. Time early enough for children to watch." (Salinas, Calif.) "A program we (the family) could watch together. Wish we could have more programs of this type." (Newport News, Va.) "Excellent for family viewing," was the usual comment.

DEAN MARTIN:		EXC.	GOOD	FAIR	POOR	TOTALS		SCORE
	Adult	11	15	85	184	+37	-453	= -482
	Youth	8	21	23	40	+37	-103	

Adult, EXC. & GOOD - "Dean's ability to act with such ease is unbelievable. The Ding-a-Ling Sisters are super good, too!" (Bridgeport, W.Va.) "Good variety of skits, songs, jokes." (Delavan, Wis.) "Good guest stars." (Brodhead, Wis.) "Everything Dean says is a little risque." (Hamilton, Ks.) FAIR & POOR - "This was my favorite program...There is much insinuation and suggestion. The only things good now are the songs and some of the guests." (Xenia, Oh.) "No amount of beautiful sets or talent can detract from the utter lack of taste in staging this program." (Menomonee Falls, Wis.) "Almost repulsive at times. There are theaters I could go to if I wanted to see burlesque." (Humboldt, Tn.) "Every time he comes on he has a drink in his hand or is smoking a cigarette." (Cheneyville, La.) "Just tired of seeing Dean making up to the young girls he has on." (Grand Island, Nb.) Preceding objections occur almost universally, expressed again and again with words such as: vulgar, dirty, indecent, obscene, nauseating, cheap, immoral, crude, disgusting, ridiculous. "Treats women as plastic beings without individuality, intelligence, personality, sex objects only. Insulting to wife and daughters." (Brookfield, Wis.) "If he would only stick to singing." (Menomonee Fls,Wis.) "...vocal renditions too frequently interrupted."(Bunkie,La.)

Youth EXC. & GOOD - "The program has become funnier...more guest stars that help make a 'go' of the skits." (Oconomowoc, Wis.) "The girls are the main thing that intrigue the watchers." (Lincoln, Ill.) "Dean was funny as always.... The parts when he sings seem so homey." "Sometimes a bit smutty for children's entertainment." (both-Alexandria,La.) "Most of the jokes are just plain trash...have it on later." (Tucson, Az.) "...tries to act too young and sexy." (Lincoln, Ill.) "Martin's behavior...vulgar and crude and extremely boring." (Le Compte, La.) "I hate the way he uses women and drinking for jokes." (Tucson, Az.)

ROWAN & MARTIN'S LAUGH-IN:		EXC.	GOOD	FAIR	POOR	TOTALS		SCORE
	Adult	37	7	79	172	+81	-423	
	Youth	33	52	44	102	+118	-248	= -472

Adult, EXC. & GOOD - "The material used is always fresh..." (Kenosha, Wis.) "...based on true to life situations and people." (Oconto, Wis.) "A totally creative program--refreshing to see serious matters treated in a light vein. Rowan and Martin work well together...keep the show moving." (Okla.City, Okla.) FAIR & POOR - "The jokes are too suggestive; the clothes too sexy; and the entire show off-color." (Merryville, La.) "...just plain filth and smut." (Little Chute, Wis.) "There isn't anything to it but insults." (Grand Island, Nb.) "...draws its humor by discrediting the police, our country, and the Church. I consider it vulgar and disrespectful." (Beloit, Wis.) "After seeing one...one has seen them all."(Wash., D.C.) "...disjointed and no continuity of thought." (Winona, Mn.) "No intellectual appeal." (Weatherford, Ok.) "There is an under-estimation of the general public's intelligence...a worthwhile guest-singer or performer...is dragged into their low form of entertainment." (Whitewater, Wis.)

Youth, EXC. & GOOD - "A show that didn't give you time to stop laughing." (Tucson,Az.) "The show is different and funny. Definitely not for children." (Baton Rouge, La.) "The comedy doesn't insult anybody and it is fairly intelligent." (Virginia Cy.,Mt.) FAIR & POOR - "Makes fun of...serious problems which shouldn't be laughed at." (Lincoln, Ill.) "...cuts people down, dirty jokes, corny humor." (Superior, Wis.) "The people on the show don't make any sense to me." (Los Angeles,Ca.) "I think the comedy is overdone and overworked." "The first year I liked it but after that the water in the face, trap doors, dancing and sick puns make the show a last resort." (both-Ft. Walton Beach, Fl.) "The same situations are used at every show...no originality." (Oconomowoc, Wis.) "Too silly and crazy to hold my attention." (Baton Rouge, La.) "Nude bodies have no place on 7 p.m. programs because children are apt to be watching." (Darien, Wis.)

LAWRENCE WELK:	EXC.	GOOD	FAIR	POOR	TOTALS	SCORE
Adult	240	52	12	4	+532 -20	= +281
Youth	1	3	18	109	+5 -236	

Adult, EXC. & GOOD - "...this program...is beautiful and pleasing to both eyes and ears, beautiful music, beautiful costumes, beautiful people. Welk is a wonderful M.C. and courteous and a gentleman." (Portsmouth, Va.) "For people, probably past 40...our kind of music." (Bear Creek, Wis.) "Musicians play and sing instead of going through contortions." (Fairview, W. VA.) "Very good talent and they were all DRESSED." (Greenfield, Ill.) "Good clean program. One the whole family can watch and not be ashamed of anything." (Darien, Wis.) Similar sentiments from many others who call the show relaxing, clean, wholesome, family entertainment. "I like the feeling of being familiar with the same people each week." (Atlanta,Ga.) "Has the best color." (Kiel, Wis.)

Youth, EXC. & GOOD - " This show has beautiful background. They were people like us." (West Salem, Wis.) "It's made more on a personal basis. You get tc know the people just be listening to them." (Beloit, Wis.) FAIR & POOR - "The show doesn't have the kind of music I can dig." (Ft. Walton Beach, Fl.) "...to slow of a show for the young people." (Jeffers, Mt.) "All it has is singing and dancing." (Lincoln, Ill.) "Actors are well-dressed....Good background. The conversation was not natural for the actors." (Baton Rouge, La.) "Outdated" and "old fashioned" are frequent descriptions in other comments.

FLIP WILSON:	EXC.	GOOD	FAIR	POOR	TOTALS	SCORE
Adult	86	78	17	8	+250 -33	= +563
Youth	140	72	2	2	+352 -6	

Adult, EXC. & GOOD - "This show really moves. Flip is very versatile in humor. Displays very good timing in telling jokes. He even gets laughs from bad jokes." (Juda, Wis.) "Flip can portray so many different people it is unreal. I think Geraldine is the best of all." (Shreveport, La.) "...good clean fun for the entire family. It is living proof that you can, with good writers and artists, truly entertain without emphasis on sex, violence and worn-out plots." (Btn Rg.,La.) "He always makes me laugh. Skits are good, I enjoy his guests." (Manchester,Ct.) "Flip has a most unique ability to work with all types of people." (Atlanta, Ga.) "I think this man...has contributed towards bridging the racial barrier."(Kenosha, Wis.) FAIR & POOR - "Wilson is funny in small amounts but the humor runs a little thin through a whole show." "...quite ordinary and predictable. The music was monotonously repetitious." (both-Western Springs, Ill.) "It is too suggestive and not in good taste for general family viewing." (Manchester, Okla.)

Youth, EXC. & GOOD - "...it doesn't matter what guest there is, I'll still watch ...because...Flip Wilson's got a lot of 'soul.'" (Columbus, O.) "His guests, whoo'. They're fantastic." "He has a fantastic ability to communicate using nonverbal means." (both-Santa Maria, Calif.) "Original, fast-paced." (Tucson, Az.) "It is on everyone's level." (Santa Maria, Calif.) "His humor...isn't used to offend. The conversation was natural." (Cheneyville, La.) "The best part...is when he does Geraldine." (Pasadena, Calif.) "It shows no prejudice between black and white." (Zachary, La.) "Some comedy shows can make you very uncomfortable and bored but this seems to really make you laugh." "...the stage in the round gives a feeling of involvement. His characters and skits are very original and extremely well done." (both-Oconomowoc, Wis.) "Excellent use of props. Good music and cast." (Le Compte, La.) "Directing and camera work is wonderful." (Milwaukee, Wis.) FAIR & POOR - "...on this show they laugh at anything the star says." (Shreveport, La.) "He never has any good guests on..." (Oconomowoc, Wis.)

PROGRAMS FOR CHILDREN

Children's programs receiving the highest scores are:
SESAME STREET, 277; YOU ARE THERE, 113; THE ELECTRIC COMPANY, 83; CHILDREN's FILM FESTIVAL, 73; CAPTAIN KANGAROO, 69; - MISTEROGERS and Mr. WIZARD following.

More parents than usual reported on programs for children. Typical comments:

ARCHIE - FAIR - "Too much arguing and scheming among friends." (Stevens Point,Wis.)

AESOP- EXC.- "It brought out good points about life. My children were thrilled with the talking animals." (Lombard, Ill.)

BARRIER REEF - "Showed concern for other people. Showed effects of storm at sea."

BATMAN - POOR - "Violence is still there, and seen on a daily basis, it is bound to to have influence." (Brunswick, Ga.)

BUGALOOS - FAIR - "Costuming and color photography are excellent. I object to the material presented -- the often frightening situations, improper use of the English language, name-calling, physical pushing, punching." (Racine, Wis.)

CBS FILM FESTIVAL - EXC.- "Enjoyed by the whole family including three pre-teenagers. A welcome relief, cartoons!" (Mohall, N.D.)

CAPTAIN KANGAROO - GOOD - "Good variety. Uses books, stories, songs, puppets, animals, films, arts and crafts." (Temple Terrace, Fla.) "It incorporates classical music." (ibid) "I would rank this Excellent, except for the poor presentation of commercials and the fact that Capt. Kangaroo is required to 'do' commercials." (Tampa, Fla.) "New ideas are given to children constantly." (Bridgeport,W.Va.) EXC.- "Captain Kangaroo gives out a warmth that children understand."(Pt.Arena Cal.) "It has interesting people, animals, and fun games." (Superior, Wis.)

CURIOSITY SHOP - GOOD - "My husband and I watched it with the children and think it excellent, fascinating -- a little different." (Walworth, Wis.) EXC.- "It is well produced, flashy to catch a child's eyes. The show is devoted to one idea." (HS Ft. Walton Beach, Fla.)

THE DOUBLEDECKERS - POOR - "No adults on the show, except the type that's goofy." (Wilmington, Ill.)

THE ELECTRIC COMPANY - "Its short spurts with humorous instructive scenes hold attention. (Salem, Wis.) "Bright and happy and sensible with a nonsensical approach." (Madison) "Never dull." (San Leandro, Cal.) GOOD - "Vivid, colorful sets, lively music, comic sketches and cartoons feature letters used in words and whole sentences." (Temple Terrace, Fla.) FAIR - "Just a little too fast, actors a little too hep." (Wheaton, Ill.) EXC.- "It not only makes the learning easier but more fun , and definitely not boring." (HS Oconomowoc,Wi.)

HORTON HEARS A WHO - EXC - "A delightful adventure in music, color, imagination, and rhyme." (Hortonville, Wis.) Children look forward to these special days, absorb every minute, remember them in great detail." (ibid.) "It taught that the smallest person is important." (Ft. Atkinson, Wis.)

THE JACKSON FIVE - FAIR - "Interrupted so often by commercials that it would be hard for young children to keep the thread." (Fredericksburg, Va.)

MISTEROGERS' NEIGHBORHOOD - ESC. _ "Mister Rogers teaches children to have good feelings about themselves. It helps to know that others do the same things and feel the same way." (Temple Terr.) "I'm proud to have my children exposed to Mister Rogers' calm approach, creative and inventive ideas in drama, music, theatre, opera, and to his gentle moral and social teaching." (Madison) "He makes each child feel important and special." (Milan, Minn.)

(Misterogers', cont.) "He regularly demonstrates care of one's belongings (such as clothes, fish, etc.) which is excellent. Mr. Rogers, though not appealing to me as an adult, did seem to reach out and talk directly to the children without at any time talking down to them." (Temple Terrace, Fla.) "A marvelous show, teaching love, good order, lack of fear, good grooming." (Gainesville, Fla.) FAIR - "Too slow for my youngster. I like it. He doesn't." (ibid.) EXC. "A grant from Sears Roebuck Foundation partly sponsors it. I've written my thanks."

PEBBLES AND BAMM BAMM - FAIR = "Sunny situations. Not of great value in the use of children's time." (Brookfield, Wis.) This point comes up over and over. Evidently programmers do not think in terms of use of children's time.

THE PINK PANTHER - EXC. - "The humor depends on such factors as bad luck and poor judgment by the characters themselves rather than on excessive violence. In the misadventures we can see our own mistakes and failings magnified," (Lombard, Ill.)

ROAD RUNNER - POOR "Too much violent behavior." (Manchester, Conn.)

ROMPER ROOM - ROMPER ROOM - "Good, but they push buying Romper Room toys too much."(Eureka) FAIR - "Too commercial. The advertisements are increasing. (ibid.) "I've looked at these toys. They're cheaply made (expensively priced) junk." (Lombard, Ill.) GOOD - "Many good learning experiences. Lacks imagination." (Temple Terrace, Fla.)

Sabrina - FAIR - " A waste of children's time, and it makes them uncreative and lazy." (Winona, Mn.) "Violent," (Wadsworth, Wis.) POOR - "Solutions accomplished by magic. Ten commercials 'pushing' different products made the show secondary to the sales." (Newport News, Va.) GOOD - "My children (11 and 12, enjoy this. I would like more for this age-bracket." (Nashua, N.H.) "Use of monsters and a teen-aged witch is its appeal. One show, in simple terms and the story line, explained the effects of polution." (Hightstown, N.J.)

SCOOBY - DOO:- "I wouldn't like my children to waste time watching reruns of reruns."(TT)

SESAME STREET - EXC. - "A colorful menagerie of fun and learning - a delightful experience." (HS Santa Maria, Cal.) "Teaches while entertaining." (ibid.) "I am excited about the original ideas for children's education." "It's great. It teaches the kids the alphabet and how to count, but in a fun way with jokes, songs, and stories told and acted out in unusual ways." (HS Oconto, Wis.) "Sesame Street is a boon for anyone who has small children. Mine watch it twice a day and all Saturday morning." (Lombard, Ill.) "It doesn't allow its information to be static or boring. It is always changing, yet coming back to review the important lessons of the day." (Baton Rouge) (Mainly enthusiasm, with a few suggestions.)

TAKE A GIANT STEP - EXC. - "Helps children make their own judgments." (Spfd., S.D.)

TIMMY AND LASSIE - GOOD - "I've always enjoyed this because of its boy-dog love and the solid, secure family relationships." (Tampa, Fla.)

TREE TOP HOUSE - EXC.- "Explains Bible verses to children." (Delavan, Wis. "Makes children think." Yankton, S.D.)

MR. WIZARD - EXC.- "Mr. Wizard challenged Andy to locate different types of joints, then showed athletes using them in different sports." (Wilmington, O.) "My pre-school children enjoyed it as much as I did." (Green Bay, Wis.)

YOU ARE THERE - EXC.- "Besides making history come alive, it also interviews realistically individuals who are making history." (Troy, Mich.) "Acting, sets, scripts, and camera work are excellent. It is not exclusively for any one age-group." (Baton Rouge) "Excellent monologue and dialogue by real and distinguished CBS newsmen enhances the realism of the situation." (LeCompte, La.) Good - "It needs a better time for showing." (Tampa, Fla.) FAIR - "Has the ingredients of a winner but is entirely too cut up with commercials.... "Two weeks ago I counted 11 in a thirty-minute show. Today 8 -- all geared to a younger age-group which does not watch the show." (Fuquay-Varina, N.C.)

NETWORK MOVIES

	Monitors	Scores
Sunday	153	+216
Monday	66	+ 58
Tuesday	149	+204
Thursday	38	+ 23
Friday	53	+ 47
Saturday	60	+ 50

(Not included in the above table are 101 monitors' cards which omit day and date.)

Louisiana report on Network Movies (except NBC, Wed.) 233 Monitors, Score +229.

SUNDAY: No Way to Treat a Lady - "Enjoyed film but suggest it be shown later in the evening." (Mequon, Wis.) To Sir with Love - " ... like the dignity with which he handles problems." (Morristown, Tenn.) Guess Who's Coming to Dinner - "... I felt stirred by feelings of anger, sadness, and joy." (Turners Falls, Mass.) Battle of the Bulge - "Having second segment following week,...(viewer) tends to lose interest." (Oconomowoc, Wis.) Sand Pebbles - "...thoughtful story, revevant to a modern day world." "... have the movie on consecutive nights, or in one sitting." (Wallingford, Conn.)

MONDAY: Cat on a Hot Tin Roof - "Adult movie....NBC keeps showing replays." (Glen Ellyn, Ill.) How to Frame a Figg - "Kind we need often - family style.." (Santa Maria, Cal.) P. J. - "Glorifing a mistress and showing people at their worst. When I don't enjoy a show, I am also annoyed by commercials." (San Francisco,Cal.)

TUESDAY: ABC Movie of the Week - "Made-for-TV movies are coming into their own; movie-movies suffer from tight TV scheduling." (Winfield, Ill.) "Excellent variety of subjects. The short movies are made with distinction." (Pasadena,Cal.) Youth - "Good movie every week... shown for the first time." (Ennis, Mont.) "Commercials didn't chop the movie up." (Oconomowoc, Wis.)
A Taste of Evil and Last Child - "Frightening at this time period." (Glen Ellyn, Ill.) "Too much horror at time when children watch." (Whitewater, Wis.)

THURSDAY: "Object to X-rated movies on TV. Even though cut...." (Norton, Ks.) "Good movie. Lost a lot in transition to TV. Too many commercials at the wrong time." (Glen Ellyn, Ill.) "8 channel breaks, 32 commercials... too much."

FRIDAY: CBS New Movies - Raggedy Ann - "Believable character -- human struggles shown -- heroine's fight for maturity seemed real. Good production." (Troy, Mich.) "...not for the young. Too emotional." (Madison, Wis.) "Why must obscene, vulgar language be written into scripts of films that are written for TV?... poor example for children. Uncouth programming is as unwelcome in my home as an uncouth guest." (Albany, N.Y.) Murder Once Removed - "Good because the doctor would give people shots with a needle and kill them. Good when he smashed a man's head in with a shovel." (HS West Salem, Wis.)
NBC World Premier - "Have never been disappointed in the quality of the program. Considerably more interesting than many of the reruns we are flooded with." (Milwaukee) Plots original, challenging, and well done.

SATURDAY: "Can't networks schedule a family type movie on weekends?" (Fox Lake,Wis.) "With more and more movies being shown on TV, it is disheartening to see... mediocre plots and performances... dealing with crime and sexual deviates." (Springfield, S.D.) "More adventure and wilderness movies instead of cop pictures.... Commercials should be put at beginning of program." (Teen, Jeffers, Mont.) "Excellent. (ABC) better than regular movies." (HS Oconomowoc,Wis,)

ADVERTISING

The response to this year's hint that the viewer may want to comment on advertising on the back of the report card is nowhere near as large as response on the programs. It does, however, provide clues as to what advertising, if any, is liked or disliked.

People watch television for the program. Since advertising takes time from the program, it must offer some value, if it is to be liked. Otherwise?- Otherwise it is resented, barely tolerated - or not watched.

There are too many commercials. That judgment is practically unanimous. However, some of them are praised. WHICH? WHY?

Heinz' Great American Soup,- "My very favorite commercial - Ann Miller dancing on a giant can. I love it and often do a dance for my kids when I serve them soup. They think it's hilarious. I always enjoy Stan Frieberg's ads." (Lombard, Ill.)

Coca Cola - "is by far the best ad I've ever seen. No matter how many times I've seen it, it is not tiring. To see a group of mixed races singing is very refreshing." (Ft. Atkinson, Wis.) "The scenery, people, and ideas are so refreshing, and the music makes you want to sing along. Their product is as excellent as their commercial." "I like the commercial. I would like to teach the world to sing. It has people from all nations."(12 years, Cols. O.)

Kodak - "They really reach people by using a cute little blonde, which appeals to all people. Most appealing commercial on this show." (Atlanta,Ga.)

Kraft Foods - "These commercials make me hungry." (Wheaton, Ill.) "Interesting ads, attractively done." (Brunswick, Ga.)

Alka-seltzer - "If one has to watch commercials, too bad they can't all be for Alka-seltzer -- best commercials out."(Milan, Minn.)

OTHER COMMERCIALS,APPEALING TO THOUGHT

"Any commercial that has to do with the improvement of our environment, in regard to helping children, people helping people, planting flowers, keeping our communities clean, building lower income housing, etc, we consider good," from Somerset, Mass.,fits several commercials:

General Electric - "Showed use of wiring in electrocardiograms, informing, fascinating. These longer commercials have more depth and appeal than many short and different ones that disrupt a program." (Atlanta, Ga.)

Eaton Electronics - "Informative and pleasantly appealing." (Chevy Chase, Md.)

American Oil - "This commercial points out the importance of clean air. I think this is good, especially when they take the same amount of time for their product and for clean air." (HS Ft. Walton Beach, Fl.)

Humble Oil - "Fine commercial about establishing schools for drop-outs."(Anthony,Ks.)

Mobil Oil - "is doing a real service in sponsoring 'Masterpiece Theatre.'" (Brookfd.)

With Specials

Hallmark Cards - "Commercials always beautiful, low-key, and pleasant." (Madison)

U.S.Steel - "Amazing how in 90 seconds it shows how many things the company can do.." "Informational. Best commercial I've seen for a long time."

Polaroid - Praised for sponsoring "Young People's Concerts" and "French Chef." Commercial, unobtrusive. Soft-sell"

Texaco - "Metropolitan Opera!"

Many Commercials are disliked.

For one thing, there are too many commercials. Several monitors listed on the back of the card the commercials and found that the sixty-minute programs had 12 - 15 advertisements, most of them short. In Shreveport, La., CBS Evening News is reported as having ten commercials. That is a half-hour program, unless it was extended locally.

Interruptions of thought:-

Newscasts: 6 NEWS, Racine, Wis., "interrupted by too many commercials." WBBM radio, Chicago, "News is heavily larded with commercials and one must patiently listen through gobs of them to get any news." "I don't know if the announcer is starting off on news or a commercial, as one voice frequently does both." "I respect CBS announcers, but the commercials are too heavy a cross for me to bear. I dialed out WBBM and turned to newspapers." (Skokie, Ill.)

Bethesda, Md., WMAL 11 p.m. News "irritates me with commercials. The news headlines are given to tease, and then a break for commercials. Five minutes later you get the news."

Talk Shows: "(On David Frost Shows) the commerical interruptions, which are indeed frequent, have broken many a train of thought." (Hightstown, N.J.) "(On Merv Griffin Show) If they do come up with an interesting thought, a commercial nips it in the bud before it can be developed." (Shreveport) "I was most annoyed when the subject matter had to be interrupted at least twice by commercials." (Newport News, Va.)

Drama: "(In 'Mission') ads intermittently counteract suspense build-up." "(In 'Mod Squad') "The ads break into the most exciting parts of the show, which I don't like ." (Shreveport, La.) "(In 'Night Gallery') the commercials often ruin the entire effect." (HS Oconomowoc, Wis.)

Some are boring:

Folger's Coffee: "Mrs. Olson should retire gracefully from her unbelievable situations." (group opinion, Lake Geneva, Wis.) Several others agreed.
Clear-eyes - "To watch someone put drops in their eyes is boring." (Baton Rouge)
Dr. Pepper - "The man is under the car talking about the product." (Albany,Ore.)
Arrid - "Indelicate. Who wants to know she perspires heavily since she's pregnant?"

Sex:

Command Hair Spray (sex appeal) "Power gum is kissing gum."(also sex appeal.)

Misleading - or at least Unconvincing:

"Is need for 'truth in advertising' of pills and other medicines on TV. They are given as magical. Very Misleading." (Milwaukee)
Ugliest Pantyhose: "Should not quote a price of $5.00 because he fails to say the C.O.D. charges will be $1.20. It is misleading." (St. Paul, Minn.)
Listerine: "Gargling with their product would not prevent a cold. Leads one to believe that it would." "This product does not do what the commercial says. I think people should say only what is true." (HS Shalimar, Fla.)
Mouth-wash commercials are,"in general, obnoxious. As if the right one will cure any problem mankind has. Certainly they claim great strides or losses in one's romantic life." (Bethel Park, Pa.)
Mitchum Deodorant: "Very poor taste. Seeing a nude man in bed could not sell me this product." (Eureka, Ka.)
One-a-Day Vitamins "aims for sales by creating unwarranted concern."
VO-5 - "Not believable. Girls go through wind and water spray. Girl with VO-5 on hair had hair that stayed in place."
Ocean Spray Cranberry Juice, Haley's MO and Westinghouse. I think these products are not superior in their different categories." (Baton Rouge)

SOME PET PEEVES:

"My intelligence is insulted when someone shows housewives standing around squeezing 'Charmin' Bathroom tissue' and discussing its softness."

"Tired of hearing how people got their clothes dirty and Tide got it out."

"Wonder Bread is ridiculous; also toothpaste ads."

"Formica floor shine - 'That's a hard shine' in a nasal voice. Horrors!"

"Wrigley's Spearmint Gum has been running so long it's boring."

"Alpo has too many extremely stupid girls, compared with their brilliant husbands who prefer Alpo. If they'd eliminate the fat from the food and allow brains for the females, they'd be O.K."

Bragging - "Arien's Snow-Blow ad makes children think it the thing to brag about their snow-blower. Encourages a poor sense of values -- a keep-up-with-the-Joneses attitude." (Mosinee, Wis.) "I don't like Colgate's commercial about the 'have's' and the 'have-not's.' Just because a person has a lot does not make him a better human being, and the kind of toothpaste a person uses won't change a thing." (Albany, Ore.)

The public service announcement which showed a man in the act of quitting the habit of smoking emptying the remaining cigarettes from a carton into a river and then throwing the carton in after them.- "This is an insult to our environment improvement campaign. His lungs are saved, Our water is polluted in the process." (Hampton, Va.)

Some Products Should Not Be Advertised on Television:

Feminine Hygiene, Feminine deodorants, and Preparation H head the list of products. "FDS is offensive! I cannot say enough against it and Preparation H . I object most strongly to airing these on TV at any time." (Springfield, Mass.) (Same sentiments from Wheaton, Ill., and others)

"I personally found the Pristeen commercial distasteful, as I do all those of similar products." (Bridgeport, W.Va.)

"I don't believe patent medicines should be advertised on TV."

Queer Goings-on

"It seems incongruous to me for CHRYSLER to promote a network program and then our local station comes on at the break and advertises AMERICAN MOTORS. I notice this being done with other competing products." (Waunakee, Wis.)

"So much advertising is crowded into local 'spots' that some very important program continuity is lost. On the 'Today' show often we do not hear the next guest introduced, and we do not know until he is leaving who he is."

Some Local Advertising

There are complaints of local stations advertising some fine program from their networks, then buying an old movie and reaping shekels from local advertisers, substituting the old movie for the fine program.
From Winona, Minn., a complaint of a half-hour program of children and adults playing instruments in a music store. "It is a 30 minute commercial."

Suggestions for Improvement

The frequently made proposal that advertising be congregated in one part of the hour or half-hour -- probably in the first five or ten minutes.

TRUTH

These monitors are strong for truth in advertising and in pictures of life.

"Why not put truth in everything portrayed on the air?" says one. "Even repetitious or dull commercials can be tolerated on an excellent program. But the dishonest ones irritate."

THE MONITORS

The monitors are those without whom there is no poll.
In the 1971-1872 Look-Listen Poll they numbered 2,253 adults and 1,989 teenagers. They live in 32 states. They contributed 25,872 opinions.

In a country as wide-spread as this one, great differences of opinion might be expected. But differences assignable to geography were not noted. From Louisiana, Virginia, Oregon, the Dakotas one will find in hunting through reports on most programs the same attitudes, the same suggestions, even sometimes almost the same wording. If they did not live miles apart, you might think that one had copied from another.

More Junior Women's Clubs than usual took part in the poll this year -- a fact which made a difference in the number of children's programs reported on. One club in Florida went so far as to restrict itself to monitoring programs for children. The point that the reactions of these young parents drove home was that they set high value on their child's time. A program should contribute.

Some groups met after their reports were written to talk over their findings. One remarked on the increased awareness of program quality gained from participation in the poll. Another wrote about its concerns as to future programming, and forwarded group suggestions.

Most monitors were conscientious in making their statement of reactions helpfully definite. Some gave unexpectedly expert opinions on use of the camera, not so much on the technique as on the results of the technique in establishing mood, giving insight, -- as in: "Then a quick pulling back from a close-up to a long shot to take in the whole situation provided interest and variety" or "The lack of music and the quick fade-out at the end of the show was dramatically effective." (Both these are from Baton Rouge.)

Again the state of Louisiana did an outstanding job of reporting programs -- the adults, the State University, the State Colleges, and fourteen high schools. In Wisconsin, aside fromgeneral interest of scattered clubs throughout the state the Poll is promoted very actively in northeastern Wisconsin by the Green Bay Diocesan Councils. In the northwestern part of the state, the action centers almost entirely in Superior, where 765 people contributed to the poll - from 29 adult organizations, the University of Wisconsin-Superior, and 7 high schools.

The young people in some schools are also becoming experts -- especially if their schools have taught them some things to watch for in evaluating programs. For instance-- from typed reports on network newscasts sent from Hayes High School, Delaware, Ohio, we cull: "Mr. Cronkite spoke distinctly." "The map of Viet Nam helped you to know he had switched to a new story; also gave background." "Reporters did not slant news by choice of words or tone of voice." And so on. Their opinions are their own, but the young people have been taught to watch for ways of making a point and to be sensitive about honesty in reporting.

One need the Poll shows is the need for teaching evaluation of television and the fruitful response of young people to it.

CHAIRMEN'S REPORT - LOOK-LISTEN POLL
A Summary of Chairmen's Responses to a Questionnaire

1. Have the stations failed to air excellent programs of their networks?
   Yes. "A good program was advertised, and then an old movie shown, instead." (Cols.O.)
   Three complaints that Public TV programs were not heard well in all sections.

2. What types of programs did your monitors like most?
   Drama - a 3 - 1 lead over other types.
   Hallmark, Children's film Festival, Marcus Welby, Medical Center, especially mentioned. In denouncing flimsy dramatic series, several said, "There should be more shows like "The Six Wives of Henry VIII."
   Information - Inquiry as to "What happened to 'Sixty Minutes'."
   Family programs
   Variety
   News
   Good Music - Station KINK-FM especially mentioned, Portland, Oregon.

3. What type of programs did your monitors dislike (if any)?
   Variety - Dean Martin Mentioned
   Violence and Crime - especially if many children would be watching Children's cartoons
   Too many mystery shows. "I made a count on Tuesday and found 7 crime dramas between 7:30 and 10 p.m."
   Drama - plays with the same plot. Slapstick. New movies.
   Situation comedies like Hogan and Gilligan.
   Sports - much too much football. Wrestling is ridiculous.
   Song and dance programs - Singing and dancing on all of them much the same.

4. Did monitors suggest types of programs they wished were on the air?
   Better music
   More children's specials. Educational programs for children.
   More travel, biography, art, nature.
   Better scheduling, with the audience in mind. Murder, if any, late at night.
   Better programs on Friday nights.
   NOT scheduling two excellent programs to compete with each other.

5. As to Advertising, did monitors indicate that, other things being equal, they were inclined to:
   (a) buy products that sponsored excellent programs? Yes, a few.
   (b) buy products with acceptable advertising? Yes.
   (c) buy products for which the advertising is usually: bossy, brief, changed often, lacking proof of claim made, conversational in tone, dignified, comic, informaing, loud, repetitive?

   Brief was an easy winner, not meaning a flock of brief onestogether.
   Dignified, Comic, Informing, and Changed often followed in that order.
   Especially disliked -- Bossy and Loud commercials; and the "Use this product and your troubles are over" type.
   Especially disliked -- frequency - constant interruption.

6. Did monitors indicate what they might do to help get more desirable programs? Yes, several said they planned to take part in the Look-Listen Poll next fall.